FIRST COST

MODERNN PACKAGING



JULY 1938

"9'll say this for American Can...



... when they say a new container is right, you know darned well it is right. They never go off half-cocked."



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TOPS

MOST PEOPLE think of "Ferris" as the name of a wheel used as a riding device at circuses, carnivals and amusement parks. But it is more. It is the name of a man-a man whose name is closely linked with the Chicago World's Fair, 1893. George Washington Gale Ferris was one of a group of civil engineers challenged by Daniel H. Burnham to produce an entertainment feature for the Columbian Exposition which would excel the Eiffel Tower of the Paris Exposition, 1889. To Ferris the Eiffel Tower lacked the energy and motion so characteristic of America. So while other engineers dreamed, he worked over his drawing board. The Ferris Wheel resulted. Against the advice of his conservative associates he began the construction of the great wheel. Two hundred and fifty feet in the air he thrust his structure upon which he suspended thirty-six cars, each with a capacity of forty people. It revolved under perfect control and easily withstood the gales that sweep over Lake Michigan. In its day it was "tops!" The Ferris Wheel was by far the

most spectacular exhibit at the 1893 World's Fair. It was also the most popular and profitable. It has since been copied by practically every circus, carnival and amusement park in the country. But it has never been duplicated. Many cap users think of "C T" as merely another name for a screw cap. It is the name of a screw cap. But it is the name of the shallow, continuous thread, screw cap made by Phoenix, by whom it was originated, standardized and introduced . . . yes, and even named! The C T Cap has been copied and imitated . . . most good things usually are. Even its name has been "borrowed." But like the Ferris Wheel, it has never been duplicated. It takes an original to be tops!

PHOENIX METAL CAP CO.

2444 W. 16th St., Chicago

3720 14th Ave., Brooklyn

Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco, Los Angeles

MODERN PACKAGING

JULY 1938 . VOLUME 11 . NUMBER 11

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NEXT MONTH

Christmas comes in August to the package planner and MODERN PACKAGING will therefore bring you—as in years past—an issue replete with Christmas packaging and display ideas and information.

with Christmas packaging and display ideas and information. There is "The Christmas Showcase" about which, to whet your interest, we will tell you only that it will represent the work of more than a hundred package suppliers and designers.

a hundred package suppliers and designers.
P. S. To all you who have been writing for All-America Package Competition entry blanks, a word. Full details and the blanks will be found in the August issue. Entries will be welcomed at any time after August 15.

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The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY · · · · VINELAND, N. J.

NEW YORK · · CHICAGO · · PHILADELPHIA · · DETROIT · · BOSTON



F THERE'S one thing that brings pleasure to the sales department and pride to the package designer—it's a transparent package that does not shrink or wrinkle!

And there is a transparent packaging material that never shrinks or wrinkles—never loses its sales appeal. It's Lumarith Protectoid! Transparent packages of Lumarith Protectoid always look factory-fresh. Always bright and sparkling. No splits—no tears—no wrinkles!

Lumarith Protectoid does not discolor or dry out with age. It is water-proof, grease-proof, germ-proof, odorless, tasteless, and non-inflammable. It is not affected by extremes of humidity or temperature. It does not tarnish highly polished metal parts. It cements easily and permanently (actually a weld). It has a perfect printing surface.

For every transparent packaging application, both rigid and flexible, Lumarith Protectoid brings a set of qualities that are all sales *positives*. Let our packaging experts tell you how these qualities can benefit your business. Write Packaging Division, CELLULOID CORPORATION, 10 E. 40th Street, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

DROTECTORD

Precus Part Off.

Pransparent Packaging Material





PRINTED EMBOSSED FLORAL 82-631-D

A new low priced box cover paper with all the looks of quality, this Floral 82-631-D awaits your order. It may be had in several different shades, sample sheets of which are ready for your call.

Why not be first with this new paper.

Hampden Glazed Paper & Card Company - Holyoke, Mass.

SALES REPRESENTATIVES

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Philadelphia, Pa. — 412 Bourse B'ld'g. San Francisco, Calif. — 420 Market St.

Toronto, Canada - 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England



Each one designed by CROWN and manufactured by CROWN—to meet the specific requirements of the user's product. And because such containers are the work of a young and progressive organization, they reflect modern merchandising methods to the highest degree. Why not place your own container problem in Crown hands? You'll find, as many others have, that it's smart business to deal with CROWN.

CROWN

CROWN CAN COMPANY
PHILADELPHIA, PENNSYLVANIA

DIVISION OF CROWN CORK

INDEPENDENT AND HELPFUL





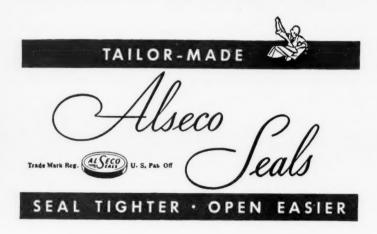




Schultz's ear got scorched when he asked Mrs. Huffy, "Like a jar of Gooey-Spred today?" He didn't know she was a BOHTOS, a Boycotter Of Hard-To-Open Seals.

But he knows how to please these BOHTOS. Just sell them some other brand that isn't on their black list, a brand that has an easy-opening Alseco Seal (no tools, no brawn, no cussin').

Even if Schultz doesn't have to do that often, it's tough on Gooey-Spred sales. The smart move for its maker is to test Alseco Seals. Maybe you should, too. Write Aluminum Seal Company, 1345 Third Avenue, New Kensington, Pennsylvania.





able in a wide range of capacities. Your choice of design and colors in lithography to make your "package" a productive advertisement for your brand.

WHEELING *Steel Containers*

Paints, lacquers, oil, chemicals, foodstuffs—anything in the form of liquids, solids, semi-solids, paste, or powders -all pack better, ship cheaper and safer, and handle easier on the job in these durable and dependable Wheeling Steel Drums. Tell us what you pack, and we'll gladly send you samples and specifications. Please address our nearest office.

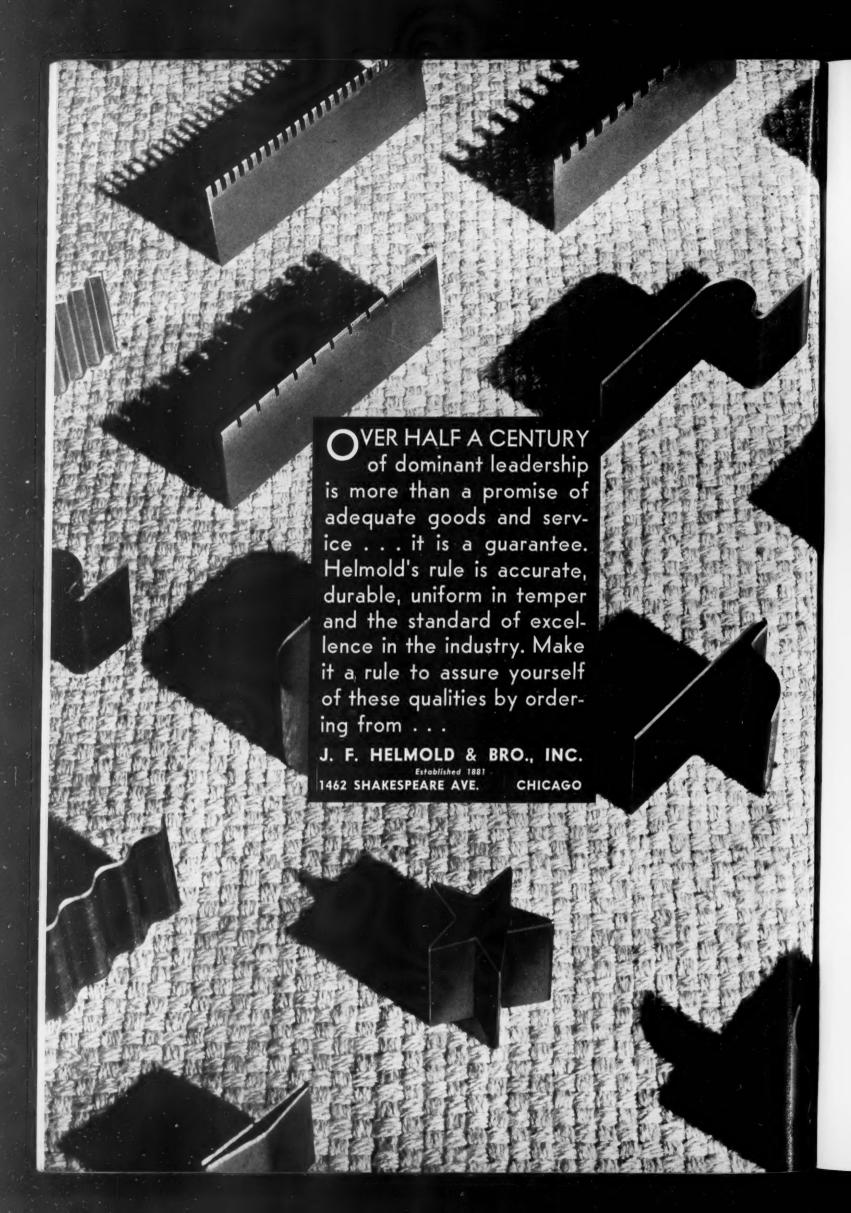
NEW YORK CHICAGO BUFFALO

ST. LOUIS PHILADELPHIA BALTIMORE WHEELING CORRUGATING COMPANY

STEEL CONTAINER DIVISION WHEELING, WEST VIRGINIA

CINCINNATI ATLANTA BOSTON

MINNEAPOLIS COLUMBUS DETROIT





Laminated Snopaque Glassine Liner in bulk package. Won't absorb the tea oils. Has no flavor or odor that might contaminate the tea. Highly moisture-proof. Its attractive whiteness pleases the eye.

Individual Envelope for tea balls made with Riegel's Snopaque Sulphite. Printed with inks which are de-odorized during the printing process by means of special equipment on the press.

Tea Ball Tags—Coated by Lowe Paper Co., on a special Riegel coating stock.

Today's successful packages are often judged by outer design — but behind the attractive exteriors are many important "silent partners" in their success — machinery, adhesives and various packaging materials. Time and time again you will find a Riegel Paper prominent among these "silent partners" — efficiently and economically performing its proper duties and contributing faithfully to the sales success of the package.

There are over 130 types of "silent partners" in the Riegel line—the widest selection of packaging papers available from any one source. Among them most manufacturers can find exactly the right paper for their individual needs, whether it be protection, eye-appeal, production efficiency or economy. Investigate their value to you. Tell us your requirements or write for our latest packaging portfolio.

RIEGEL PAPER CORPORATION 342 MADISON AVE NEW YORK



WHAT'LL YOU HAVE? — No matter . . . just state what you like and what you need and there is a style of Anchor C. T. Cap to fill the bill. Refer to the illustration at left and you will see standard C. T. Caps and NKCT Caps for bottles and jars; Deep Screw styles for larger containers; IECT and Shellback Caps. Remember that you can get any of these styles plain lacquered or in colors as well as lithographed with private designs.

ORDEAL BY FIRE — Thoroughly clean tinplate is necessary for the perfect coverage of the protective lacquer. Here we see each separate sheet being fed into one of Anchor's cleaning machines—where it passes between jets of flame that burn off all grease and other foreign matter. Then through buffing rollers at the back so that it comes out bright and clean. Just another instance of Anchor care and thoroughness.





CLOSURE DIVISION: ANCHOR CAP & CLOSURE CORPORATION, LONG ISLAND CITY, N. Y., and TORONTO, CAN.

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SELLING

GLASSWARE

Glassware that stimulates sales by its sparkle, lustre, clarity and all 'round quality

CUT GLASS APPEAL — Break down sales resistance, build up volume by offering this genuine, cut glass beverage set as a premium. The design is new, smart and appealing, hard for women to resist . . . besides, the low price at which we are offering these attractive 7-piece sets in quantity will astonish you. Let our premium specialists help you in your merchandising plans.

DRUG STORE SHELVES—There is really no need nowadays for drug and pharmaceutical packages to look drab and dull—with nicely designed, shapely Anchor Hocking Containers available—such as the "fancy ovals" shown to the right (above). And, of course, this is but one of many practical yet attractive styles available in the complete Anchor Hocking line.

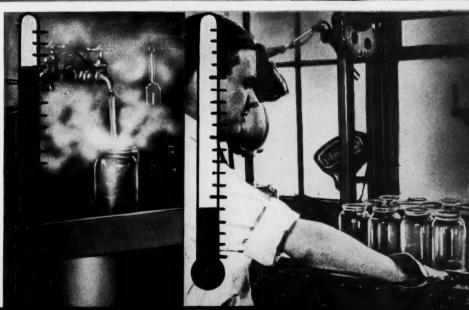
DROPPERS — All kinds of dropper bottles; rounds, squares, ovals, in many capacities . . . you name the conditions surrounding your product and Anchor Hocking will supply you with the right dropper container . . . in clean, sparkling glassware that will do full ustice to your products.

SCALDING — ICY — Violent temperature changes cause shocks that all sorts of commercial glassware is often called upon to withstand. In the manufacture of Anchor Hocking glass containers the inspection routine includes frequent hot and cold tests to insure at all time the maintenance of highly resistant, quality glassware.



CONTAINER DIVISION: ANCHOR HOCKING GLASS CORPORATION, LANCASTER, OHIO.







Attention: PACKERS AND PREMIUM BUYERS To This SENSATIONAL NEW DISPENSER

Adopted by Sherfick Farms, Winner of an ALL-AMERICA AWARD



FEDERAL TOOL CORPORATION

SPECIALTY DIVISION

400 NORTH LEAVITT STREET

CHICAGO, ILL.

IF YOU'RE BOTHERED WITH A Selling Problem. A Storage Problem. A Cost Problem Look Into SIMPLEX PAPER BOXES

The "set-up" box that comes flat-fold ...

COST . . . Figure the savings Simplex boxes mean to you in handling and storage . . . in low original costs . . . in economy of assembling . . . in floor space . . . in saved rentals.

SALES APPEAL . . . Simplex boxes are surpassingly attractive (handsomely printed, expertly designed) . . . strong beyond your furthest needs . . . with longer wearing qualities (Only the finest of materials are used in their manufacture).

HANDLING . . . Simplex boxes save up to 80% in storage space . . . are so simply set-up (in three easy movements) that a non-skilled worker can erect them with remarkable rapidity.





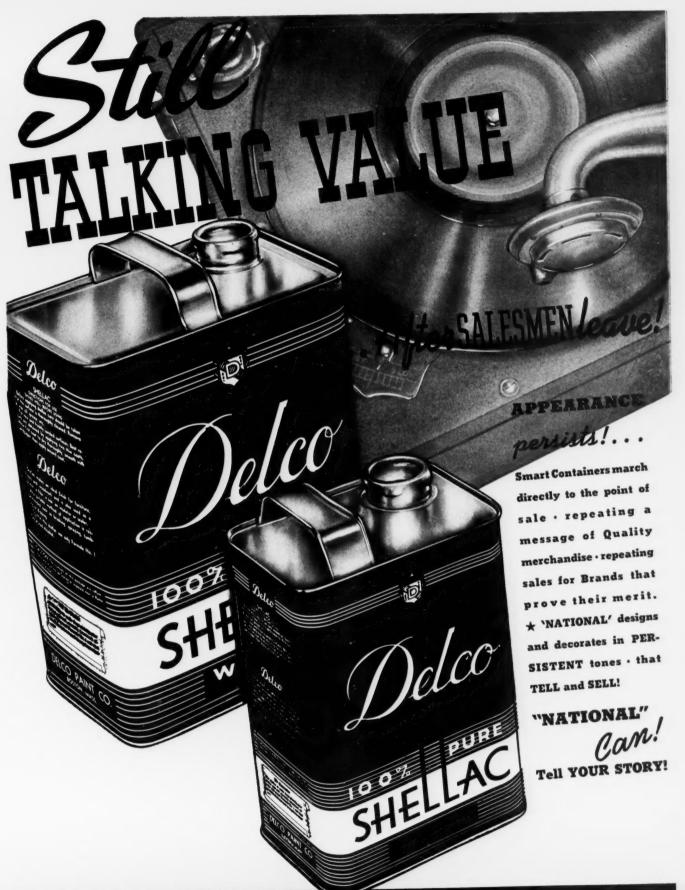


WHATEVER YOUR PRODUCT . . . whatever your problems, a suitable one or two piece SIMPLEX box is made to meet your requirements. That is why leading firms in the textile, toy, food, and almost every other industry choose — above all others — SIMPLEX BOXES.

SIMPLEX PAPER BOX CORPORATION LANCASTER PENNSYLVANIA



Made Under License In All Parts Of The U. S. A. And Canada



NATIONAL CAN CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET . NEW YORK CITY
Sales Offices and Plants • NEW YORK CITY . BALTIMORE . MASFETH N.Y . CHICAGO . ROSTON . DETROIT . HAMILTON OHIO

FOR THE WELL-DRESSED PACKAGE Tashion note



position in the packaging field through their service on a wide variety of packages. Today, they are used on glass bottles

Chief among the sales-making assets of these popular seals, is the smart touch of color and sales-appeal which they add to modern containers. They are available in a wide range of attractive bright colors and tints, and may be selected to harmonize with any packaging color scheme. No matter what type of product you send to market, you can add that extra touch of buy-appeal with Cel-O-Seal.

"Cel-O-Seal" caps and bands can be impregnated (a patented du Pont process) with your name or trade-mark as a safeguard against possible illegal duplication. For bigger sales, spruce up your package with Cel-O-Seal. Write today for full information, samples, and prices. Armstrong Cork Products Co., Closure Division, 916 Arch St., Lancaster, Pa.

THERE'S CLOSURE FOR EVERY SEALING NEED ARMSTRONG



caps and bands

Blu

tones rich sugg

skill in li

print

Sold by Armstrong and du Pont

16



Blue—offers a myriad of attractive hues and tones ranging from the cold azure of dawn to the rich ultramarine of night...Shown here are a few suggestions which illustrate in part Continental's skill in package design. Continental excels also in lithographic reproduction aided by superior printing plates made in our own master en-

graving plants. The fine craftsmanship of our engravers insures the excellence of your package no matter how intricate its design...Whenever you have a problem in packaging—regardless of whether it is a question of design, color, size, shape, reproduction, or laboratory research—call on Continental...We are always at your service.



From "just a box"

to





*now available for any plastic product
Permanently inlaid by the exclusive Chilton Inlay
Process, this plain plastic box became a decorative
and useful article, with plenty of Sales Appeal.

The beauty of it is that this design (or any other), once inlaid the Chilton way, will not chip, work loose, or fall out. Chilton Pens and Pencils similarly inlaid three years ago when the cold inlay process was discovered still bear their inlays unimpaired, in spite of hard service in all parts of the world.

Plastic Inlays, Inc., has recently secured the Chilton exclusive inlay patent rights and is now equipped to serve you. This process permits permanently inlaying and imbedding any metal in any finished article made of any plastic material . . . neat initials . . . commercial insignia . . . a novel design such as shown above.

The Chilton process opens many new opportunities in decorative effects and treatment. Our Research and Development Department will be glad to cooperate with you without obligation.

PLASTIC INLAYS,

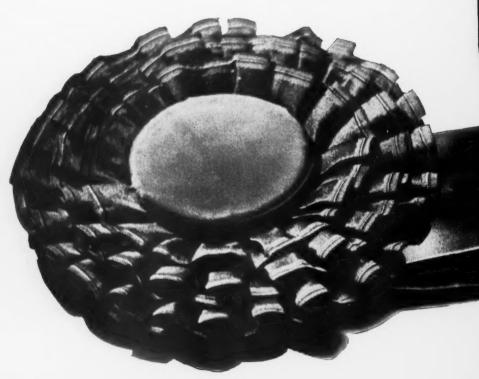
THE CHILTON PROCESS

insures durability
93-95 Summit Avenue

S

Summit, New Jersey

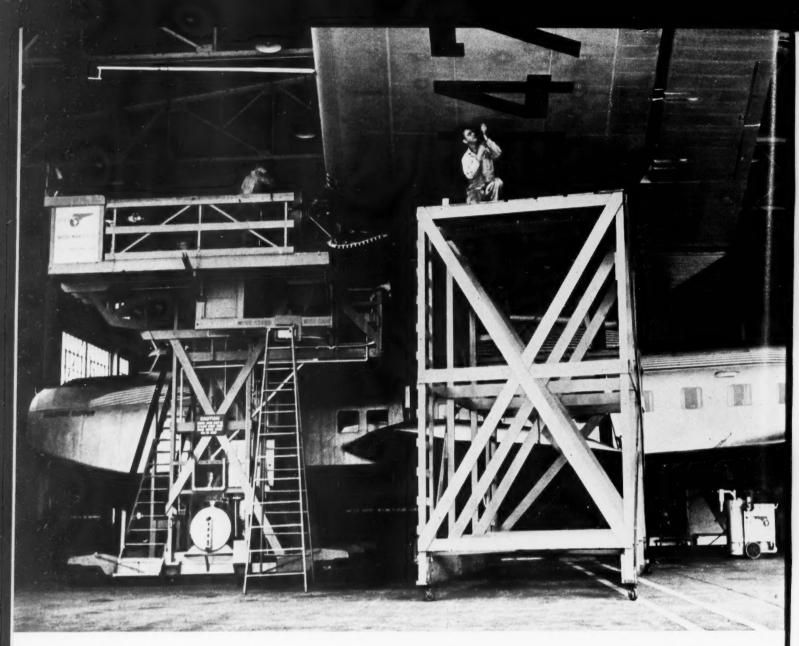
tirst "Cilass"







OWENS-ILLINOIS Salespackages



One of Pan American Airways' Clipper Ships being overhauled at Alameda, Cal. before its long trip to Honolulu

Courtesy Pan American Airways

WHERE Precaution IS PRICELESS



CROWN CLOSURES

"BETTER SEALING FOR BETTER BUSINESS"

SCREW CAPS V. P. O. CAPS MASON CAPS DOUBLE SHELL CAPS



CROWNS
LUG CAPS
VACUUM CAPS
CAPPING MACHINERY

FLYING a great clipper ship is no "get-in-and-go" proposition. Before each trip, the ground crew checks every part of her mechanism and every inch of her surface. The utmost care and precaution is used to prevent any chance of mechanical failure. • CCS uses the same foresight and care in making Crown Closures for you. Raw materials are checked and re-checked. The product is rigidly inspected at every step. Nothing is overlooked to insure uniform quality, unvarying accuracy and maximum sealing efficiency in every CROWN Closure. • Your hunt for better sealing is ended when you come to CCS for closures. Get samples and compare them. They are yours for the asking.

CROWN CORK AND SEAL COMPANY . BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

MODERN PACKAGING

C. A. BRESKIN, PUBLISHER

A. Q. MAISEL, MANAGING EDITOR





A NEW NOTE IN TOILETRIES

is the emphasis on the 200 year old note which Shulton, Inc. has used to confer distinctiveness on its Early American Line

The old adage about the exception which proves the rule is even more applicable to merchandising—and particularly to packaging—than to many another field. For in packaging, novelty pays a premium in terms of stopping power, eye appeal and consumer interest. It is a wise manufacturer who, planning a new product, carefully looks about him to discover what every one of his competitors is doing—and then proceeds to do exactly the opposite of what they are doing.

It is true, of course, that novelty alone, unsupported by good taste, sound construction and a product of some value, cannot carry the day, but when these elements are present, novelty may provide the difference between an ordinary, reasonably profitable product and one whose sales shoot sky-high and then stay there.

For almost a year now, and with increasing success as the number of items in its line has mounted, Shulton, Inc., has been "proving the rule" by taking exception after exception to many of the trade shibboleths in the cosmetic industry in the process of developing its Early American line of toiletries.

The very throw back to the 18th century form of design presents a sharp contrast with the majority of newly introduced packages in the toilet goods field—packages as sleek, streamlined and modern as designers can devise. And yet, this very element of contrast seems to have struck a note of wide acceptance among toiletry consumers who seem to relish something a bit old fashioned in a world increasingly dominated by tear-drop curves and chromium plating.



While the Early American note has been carried throughout the Shulton line, it has been interestingly varied from package to package by change in the central figures and even in the structure of the flower motif.

Even more drastic has been the company's abandonment of the use of its trade name upon the packages themselves. Here, a supposedly fundamental principle of merchandising is tossed into the discard and instead of building the design around the company name, the word "Shulton" has been carefully relegated to an out of the way position on box bottoms or on removable bottle tags where it serves merely as an identification in the store and, perhaps, as a reminder at re-purchase time. "Boxes—at least our boxes—" declares William L. Schultz, "are not commercial, they are personal." These boxes may be placed on the dressing table and later even

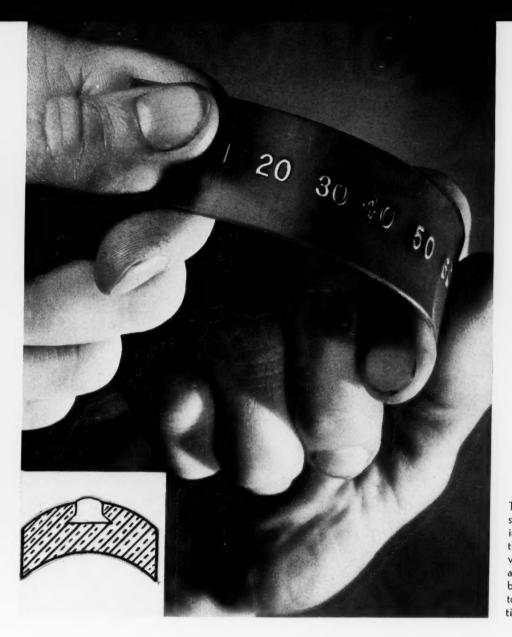
used as novelty and decorative boxes in the home, very much in the same manner as that of their predecessors, the "brides' boxes" of the 18th century.

Having decided to utilize early Americana as a design theme, no effort has been spared by the company in its attempt to achieve authenticity. The glass containers in the line are authentic reproductions of 18th century handpainted Stiegel bottles and are hand molded at the Millville, N. J., plant of the T. C. Wheaton Co. The decorations on the bottles, while characteristic of Stiegel glass, repeat the motifs designed for the entire line. The boxes, hand made, were inspired by "brides' boxes," sewing, pin cushion and trinket boxes of the 18th century, some of which were found in the American wing of the Metropolitan Museum of Art. The package decoration itself was developed as the result of careful research into the type of design employed by many of the Early American amateur artists.

Thus the designer has tried to revive once again—in modernized form of course—many of the elements of gracious living which characterized the 18th century. That this feeling has likewise been transmitted to toiletry buyers and to the ultimate consumer is evidenced by the wide distribution which the line has attained within the short span of its existence.



On the cover of this issue of MODERN PACKAGING you will find five Shulton packages, each differing completely from its companion in shape, size and structure, yet each easily identified as a member of the family by the wood veneer surfaces of the Early American decorative design.



The diagram illustrates the wedge shape assumed by the pressed-in inlay. This shape prevents separation of the inlay from the plastic when in use. The photograph shows a cellulose acetate strip being flexed back and forth without damage to the inlays, proving the effectiveness of the wedge structure.

INLAYS FOR PLASTIC PACKAGES

now provide a new medium of decoration for the designer

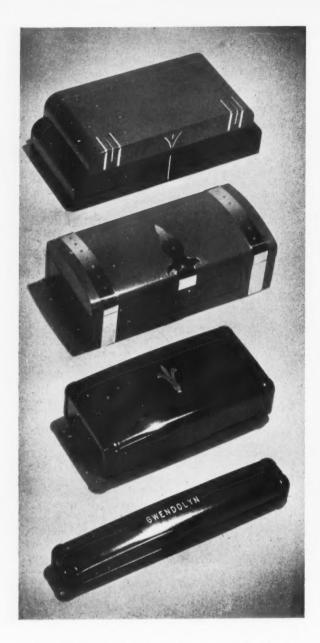
Since the early days of plastic molding when packagers first realized the potentialities of plastics as a packaging medium—and molders first realized the opportunities offered them in the packaging field—the viewpoint of both packagers and designers toward the plastic materials has undergone several cycles of change.

At first, designers sought to disguise their plastics with pebble grain, leather, wood grain and other decorative effects which treated the plastic materials as essentially substitutes and imitations. To a certain extent this was necessary because of the imperfections—in that day—of the plastics themselves and of the molding process.

With the improvement of plastic molding technique, designers realized they had a series of materials beautiful in themselves and the pendulum swung far over to the other side with a style of stark, smooth surfaces and brilliant contrasting plastic colors.

Yet, even during this period, many designers and many manufacturers felt that one solution for the plastic designing problem would be found in the combination of plastics with other materials, particularly with metals and many attempts along these lines were made with greater or less success. Containers were made with plastic bases and metal lids or with metal bases and plastic closures and some of these proved quite satisfactory. Others attempted to cement or rivet decorations onto the plastic materials. Still others utilized color wipe-ins of metallic paints and many attempts were made at inlays of metal on plastics.

Thus the new patented process of Plastic Inlays, Inc.,



Four different types of inlay application. Reading from top to bottom: Line inlay turned around a box corner, perforated sheet inlay on curved surface, medallion inlay on slightly curved box top and monograph inlay on curved box.

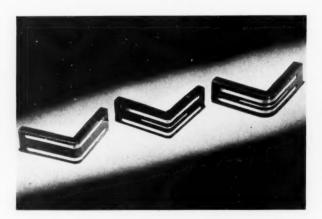
represents a logical step along a path which the plastics industries have long sought to follow and answers a heretofore unanswered demand of the plastic using packager. By this process, metal inlays can be so firmly embedded in any type of plastic material as to insure against separation of the plastic and the metal no matter how roughly the finished article is handled. Moreover, the process is not restricted in its application to flat surfaces. Decorative motifs, names, initials, advertising slogans, trade marks, etc., can be applied to flat or curved surfaces in gold, silver, stainless steel, chromium or almost any metal desired.

It all began several years ago when the Chilton Pen Co. was looking for a method of decorating their plastic pen and pencil sets with gold designs in modern motifs. Trouble was that many types of plastics have a tendency to shrink over a period of time and fountain pen material is more susceptible to this change than some of the other plastics. Then, too, pens and pencils, handled more than the average product, are often subjected to various acid conditions and different degrees of heat and cold, all of which has a bearing on the life of the material. So although they had a clear conception of the effect they wanted to achieve, to get the metal inlays to stay put was something else again. But they kept at it, experimenting and rejecting until in 1935 they hit upon a scheme that did the job they needed.

In the two years that followed, they progressed from metal decorations and designs to individual initials and the idea was so well received and the inlays so satisfyingly permanent that in November 1937 they decided to make the process available for use on other plastic products. A new company called Plastic Inlays, Inc., was organized to handle that portion of the business and the applications already produced indicate that the inlays have unlimited possibilities in many fields.

The process, as now perfected, can be applied to either thermoplastics or thermosetting plastics with equal success and can even be used on laminated plastic materials. Thus within the packaging industries, it would find application on plastic jars, boxes and certain types of closures and on many displays, either molded entirely of plastics or utilizing molded or laminated plastic sections.

The first essential of the process is a shallow recess following the contour of the inlay to be used. This may be molded into the piece on production runs or cut in after molding with a pantograph. These are under cut (see illustration) and thus when pressure is applied to the inlay metals, they are caused to "flow" or spread out into the recess and permanently lock into place. While harder plastics require somewhat greater pressure to achieve this wedge effect, inlays placed into such plastics naturally can be counted upon for greater permanence, although it is claimed that any inlay made by this process will stay in place. (Continued on page 96)



A demonstration in the manner in which inlays may be set around curves or sharp corners. The "recess" type of construction permits such inlays to resist the severest of use without danger of "popping out."



A new series of packages for the five whiskeys and two gins produced by Carstairs Bros. Distilling Co., Inc., is now making its appearance in New England and will within the next few months, gradually take its place in stores and on bars throughout the country.

In planning these packages, the company and its several designers have taken great pains to achieve a constant tie-in with the century-and-a-half tradition which relates the name of Carstairs to the liquor field.

The present board chairman of the company, James Carstairs, is the great grandson of Thomas Carstairs, a Colonial figure who in 1788 introduced the Carstairs name to the whiskey industry. And thus it was but natural that the date 1788, the signature of the original Thomas Carstairs and a medallion bearing his portrait should be selected as symbols to appear on the various packages in perpetuation of the tradition. These symbols will also be used as a dominating motif in all the company's promotion.

Through the use of identifying symbols, a close tie-up has been effected between the various items of the line

Carefully designed to emphasize the age and tradition behind the product are these line-leading Carstairs packages. Note the effective tie-in between the package and shipping case.

and it is easy to identify individual products as members of the family group even though each package has been designed to have a character of its own, best suited to its price class and to the nature of its use. As part of this tie-up, most of the bottles, though differing in other respects, carry the Carstairs trade mark on a tamperproof Cel-O-Seal cap in addition to the medallion head and the Carstairs signature blown into the bottles themselves. This is claimed to be the first instance in which two-color printing has been used on Cel-O-Seal caps.

The leading whiskey of the line, a blended product known to the trade as "1788," appears in a bottle created by Raymond Loewy. The container is jugshaped and of a dark brown glass which provides an impression of size. The figure 1788 is utilized to form a pattern over the entire surface of the container, appear-

ing in various angles at various portions of the glass. The Carstairs medallion is blown into the glass on the bottle's shoulder and thus appears immediately above the label, which in this instance bears the signature of the founder of the company.

As a companion product, the company's Deluxe gin is presented in a decanter type of bottle, designed by De Vaulchier, Blow and Wilmet, of a flat, oval shape with a series of flutings rising from this oval to form the bottle neck and providing both grace and ease of handling. In this instance, both the medallion head and the signature have been blown into the bottle, the latter appearing both at the bottom of the front face of the container and placed vertically on both side faces. In this latter position, the embossed lettering serves to provide a firmer grip for the user in addition to meeting its function as an identifying symbol. The label, of simple design, combines Roman and script lettering to achieve a very interesting effect.

Essentially similar bottles are used for the three brands Grand Sire, Lincoln Inn and Harmony, each having been designed by De Vaulchier, Blow & Wilmet, with the identifying Cel-O-Seal trade mark and the blown-in medallion and signature. The labels of these three brands incorporate paintings by Peter Helck and Paul Brown, reproduced in full color lithography. The second gin

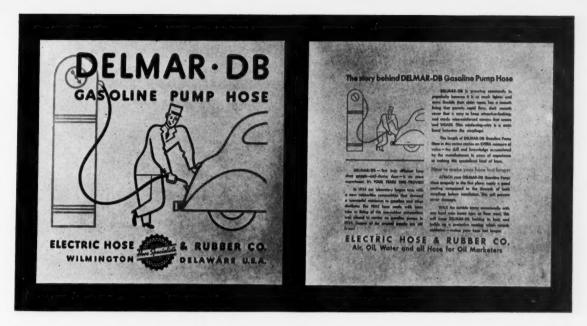
line, Ritz Gin, likewise utilizes a characteristic style of bottle label.

It is particularly interesting to note the manner in which, on all these brands, the shipping containers have been carefully tied-in with the identifying package designs. The Carstairs 1788 container uses the date as an allover background pattern, surprinted with an identifying logotype in the same style as is used on the bottle label of this brand. The Carstairs Gin Deluxe case uses a modification of its bottle label for its principal face. The Grand Sire, Lincoln Inn and Harmony shipping cases use colored reproductions of line drawings, modeled after the full color paintings used on their bottle labels.

Credit—Bottles: Carstairs 1788 by Owens-Illinois Glass Co. Designer, Raymond Loewy. Gin Deluxe by Anchor Hocking Glass Corp. Designers, De Vaulchier, Blow & Wilmet. Harmony, Lincoln Inn and Grand Sire by Owens-Illinois Glass Co. and Anchor Hocking Glass Corp. Designers, De Vaulchier, Blow & Wilmet. Ritz Gin by Owens-Illinois Glass Co. and Anchor-Hocking Glass Corp. Designer, Raymond Loewy. Shipping cases: Owens-Illinois Glass Co., Hinde & Dauch Paper Co. and Star Corrugated Box Co. Designer, Hans Sauer of Lennen & Mitchell, Inc. Labels: Carstairs 1788, Harmony, Lincoln (Continued on page 96)

An unusually successful tie-up between bottles and shipping cases is achieved through color reproductions, in line drawings, of the principal elements of the full color paintings which characterize the bottle labels.





The front of the Delmar carton serves as identification and poster, leaving to the rear face of the carton the incidental supplementary selling job.

PACKHORSE AND POSTER

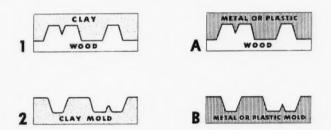
by Egbert G. Jacobson*

The shipping case has aptly been called America's packhorse. Like this sturdy beast of burden, it has been admired chiefly for its stamina but has won few blue ribbons in the annual shows. Today it is gradually being recognized as an important medium for advertising—we are trimming its fetlocks and putting silver buckles on its trappings. It will never become a Pegasus, but it should look more like a thoroughbred than a jade and at the very least have the style of a high-stepping hackney if not the blood of an Arab.

In city and country train sheds, in warehouses great and small, in abattoirs and creameries, in the holds of swank trans-Atlantic liners, in the back rooms of every retail store, and packed in the carefully measured fuse-lage of swift air transports, you find the sturdy shipping case. Almost everthing that you buy—food, drink, clothing, furniture, medicine, machinery, sporting goods, shaving cream and a thousand and one gadgets—are brought to you by means of this modern carrier.

Rarely reaching the retail customer, it is seen by men perhaps more than by women. Thousands of men who meet it in its travels—railroad and warehouse officials, purchasing agents, baggage, freight and express handlers, wholesalers, storekeepers, truck drivers and elevator operators, to say nothing of the passersby on the street, on the pier, or at the airport. These hard working folk aren't usually mentioned in market surveys, but they eat, smoke, buy soap and spark plugs just as the office workers and housewives who never see merchandise until it is displayed under electric lights in glass showcases.

* Art Director, Container Corp. of America.





1-2-3. Illustrating the method of making rubber plates from a wooden die. A-B-C. The same method is much improved when metal or plastic materials are substituted for clay.

Designing the Shipping Case

It is a good thing to relate the design of the shipping case to the cartons it contains. If these carry the identity of nationally known merchandise, the case, by repetition of it, becomes without extra cost one more vehicle for the display of an already familiar name. This is obviously important where great quantities and wide distribution are involved.

The nature of paperboard for shipping cases prescribes the kind of printing that is done on it. The stiff, hard, solid fibre readily accepts printing from metal plates. The corrugated paper, because it crushes under similar pressure, is printed with comparatively soft rubber plates. In each case, the thickness of the board and the character of the presses prohibit hairline register. This is no disadvantage, however, for any but bold, simple, vigorous, poster-like design is out of place.

The big containers used by most manufacturers are not intended to do a close-up selling job. Hence on these we should print only those symbols or facts which broadly describe their contents and origin. The trade name and mark and the manufacturer's address are all that are usually necessary. Secondary copy, on the front, about the value or use of the product serves only to complicate the design and makes reading difficult. The back of the case, however, may be used to do a selling job. The Delmar gasoline pump hose carton is an excellent example of this.

The foregoing suggestions do not, however, apply to those containers which are intended to be widely used for mass display or as floor stands. Obviously, here, other considerations go into play and the design of the container must be modified to put over the message to the consumer or to supplement the message placed before the consumer by material used with the container.

There is another limitation on design. A margin of about one inch between it and the scoring should be left, because scoring and printing are done at the same time and there is danger of off-set. For the same reason, over-all patterns or a band of color that continues around the case either horizontally or vertically requires special handling.

Though shipping cases are white in special instances, the run-of-the-mill color is tan which limits the choice of printing inks to the reds, dark blues, greens, browns, purples and black—colors that provide much finer and more varied harmonies than are ordinarily imagined. Light-colored inks such as yellow and pink can be printed, but such colors sometimes require an underprinting of white.

Many attempts have been made to print all-over designs and to use colored liner on solid fibre and corrugated shipping cases. This, however, cannot be done economically at present in more than a relatively small proportion of all cases for it requires the use of special methods and these have certain limitations that preclude their being used in many instances. Hence improvement in the application of available means is found to be far more to the point. Let us learn how best to work with the machines that exist rather than to expect from them results that are obtainable only at extra cost through the use of special machinery.

Comprehensive Sketches Inadequate for Plate Making

Shipping case buyers should also be cautioned against the practice of having printing plates made from comprehensive sketches. These, often drawn on dummy boxes, frequently look so finished that there seems nothing more to be desired. The truth is that there are always irregularities in the spacing and drawing of the



A good example of non-serif lettering. This is one of the best letter designs for rubber plates because of its simplicity.

ABCDE FGHIJ KLMN OPQR STUV WXYZ &1234 56789

Container bold caps, an alphabet of letters designed for printing on solid fibre and corrugated cases by Mr. Jacobson. Curves have been substituted for the usual sharp angles in order to permit of die-cutting in a single operation with a revolving tool. Even when rubber plates are used such letter shapes facilitate the cutting of the wood mold and the rubber casting is found to be stronger when the strokes join in curves rather than in sharp angles.

letters because the artist spends no more time on them than is necessary to obtain a good general effect. Nor can he afford to do so. He is being paid for a sketch, not a finished drawing which would take him three times as long. As a matter of fact, although he may wish to correct errors, he postpones doing so because the surface of the liner is easily spoiled by the washing or rubbing necessary to make a correction. He optimistically expects to catch the mistakes on the working drawing. If no working drawing is made, however, the comprehensive sketch is traced with all its mistakes and engraved to be repeated ad nauseam.

Fibreboard Printing Requires Brass Plates

In the making of brass plates required for printing solid fibre, the opportunity for adding mistakes is liberally supplied to the engraver by the necessity of stretching or contracting a given design as he adjusts his plate to the curve of the press cylinder. The comprehensive sketch may show exactly how the job should look when finished but the brass plate must be made shorter or deeper than the sketch to allow for curving in one direction or another. If this adjustment were to be made for both length and depth at the same time, photostatic enlargement or reduction would be the answer, but as the change is only in one direction, the adjustment must of necessity be made by hand.

Though the engraver will tell you that he employs lettering men for this purpose, they are rarely as expert as the designer whom you have paid to make the comprehensive sketch. The wine of the original is thus sure to be watered and its character changed, if not lost. This is one more reason for having your artist make a finished working drawing.

Better results could be obtained also if artists thoroughly understood the mechanical limitations imposed by the metal itself and the methods of engraving it. For the most part, engraving is done with swiftly revolving routing tools which cannot cut into sharp corners. Yet most lettering on shipping cases is made up of right angles as in E, F, H, L, T, and smaller angles as in A, K, M, N, V, W. This means that the engraver must return to each letter with a hand graver and cut out the metal left by the router. How much simpler it would be to design letters that the routing tool could cut with less repetition of effort. Instead, it seems that styles of lettering particularly troublesome to cut are in the majority. Letters less than 1/2 in. high or small letters with serifs should also be banned until some one finds a new way of cutting brass. Much money and time could be saved and cleaner printing would be possible if more care in these matters were taken.

Corrugated Board Printing Requires Rubber Plates

If the comprehensive sketch is for a corrugated box, it is given to the plate maker who traces it upon a wood block and engraves it by hand. Now the engraver's instructions from time immemorial have been to "follow copy," and this is his favorite alibi. He will do it so faithfully



A design in two colors—yellow and blue—for a solid fibre beer case. Here the plate is made on brass. Every attempt was made to illustrate the idea of the name. The result is a design that suggests beaten gold. Much can be done to make lettering expressive with such simple means. The size of this case is 17 in. by 11 in. by 9 $^{5}/_{8}$ in.

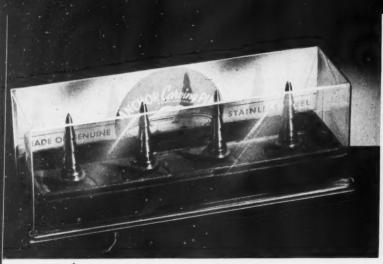


A corrugated case printed in two colors—yellow and blue. This is a good example of lettering easy to reproduce with a rubber plate. Here again an attempt was made to devise a letter based on the object in the case. Actual length is $17^{1/2}$ in.

that he will reproduce all the imperfections of spacing and drawing and, in all probability, add quite a few of his own, because engravers are by no stretch of the imagination lettering experts or artists.

Give your engraver the most accurate copy possible. The comprehensive sketch should be returned to the artist who made it because in plates for corrugated boxes, as well as in the solid fibre brass plates, allowance must be made for the press cylinder. Let him prepare the necessary working drawings, correcting the irregularities in lettering and design. It does not occur to us to ask the folding carton maker today to make plates by hand from comprehensive sketches. He demands accurate working drawings which he reproduces on metal, not by tracing, but by photography.

Photo-engraving can also be employed for the reproduction of corrugated shipping case designs in many instances. It requires 1/4 in. (Continued on page 86)





PACKAGING PAGEANT







- 1. The family carver can now save his temper and the tablecloth by use of the new Anchor carving pins which, it is claimed, hold the roast or fowl securely to the platter. Sets of four pins are packaged in a transparent covered box, a display card illustrating the use of the product being inserted in the rear. The base of the box is die-cut to firmly hold each of the pins in place. Box by the See-Thru Container Corp.
- 2. Quick-ade soft drink powder, a product of the Skinner Manufacturing Co., is packaged in flexible metal envelopes which consist of a thin layer of real metal, mounted on paper and attractively printed in three colors. The printing is executed in a characteristic color scheme, conforming to the flavor of the powder contained in each envelope. Design motif on the front face of the package conveys the cool, refreshing qualities of the product while the rear carries various recipes for use of Quick-ade. Designed and manufactured by the Reynolds Metals Co., Inc.
- 3. Little else except the red and yellow color scheme was retained in the redesign of the Bee Brand insecticide line of McCormick & Co., Inc. In an effort to keep in step with the trend toward closer family resemblance in a related group of products, the company has adopted containers that correlate one product with another by means of similar design. Containers manufactured by the American Can Co.
- **4.** A white shoe soap package, specifically designed for quick and convenient use, has been developed for the Knomark Mfg. Co. The duplex jar utilizes two closures, the top one comes off to disclose the shoe soap, the other reveals a sponge nesting in the concave bottom of the jar. The bottom closure is designed to be used as a water dish when cleaning shoes and also serves to keep the sponge moist and ready for

instant use. Jar and top closure by the Hazel-Atlas Glass Co. and bottom closure by the Empire Metal Cap Co.

5. The Father's Day package offered by Bayuk Cigars Inc. is a presentation that would seem to reflect credit on the giver and bring pleasure to the recipient of the gift. The carton for the smaller package and the wrapper for the larger package are unique in that they simulate wooden shipping containers, the label carrying through the atmosphere while, at the same time, presenting an appropriate message. Lithographic representations of wood by The United States Printing & Lithograph Co.

6. The Orange Blossom brand of jellies, preserves and marmalades of Miami Fruit Industries, Inc., are presented in an orange and green folding corrugated container, suitable for shipping and display. Inner corrugated partitions separate one jar from another. The jellies are packaged in Hazel-Atlas Exceline jars of streamline design, rounded shoulders permitting easy filling and removal of contents and ample base insuring safe handling on the production line. Caps by Anchor Hocking Glass Corp Labels by Schmidt Lithograph Co. Container by Hankins Container Co.

7. No chance of forgetting that next dose of medicine with this hour cap. The closure, produced in a variety of Bakelite molded colors, contains raised numerals on the top to designate the hours of the day. A tiny steel ball, inserted in a ribbed groove, may be moved to the hour or half hour when the next dose should be taken. The hour cap was invented by John C. Ehrlich of The Indexing Device Co. and is available to both pharmacists and pharmaceutical manufacturers.

8. The newest number in the tabasco pepper seasoning line of B. J. Trappey's Sons, Inc., is smartly packaged in a graceful bottle with shaker mouth and black molded cap. The striking name and trade mark, "Red Devil," is effectively presented on the colorful label which appropriately ties-in with the pungent qualities of the sauce. Package designed in collaboration with the Package Research Division of the Owens-Illinois Glass Co.

9. From J. Gallay S. A., a Swiss manufacturer, comes an ingenious fancy set-up paper box known as the "Sun Box." The sunburst effect on the lid of the gold-covered round container is achieved by gathering together the paper, extending from the sides of the cover, in a pleated, fluted design which is held securely at the peak by a knob, thus obtaining a novel effect at minimum production costs.

10. The Euclid Coffee Co. is now marketing its onion, garlic and celery salts in containers that utilize Alseco aluminum shaker top closures, making them handy to use and conveniently adapted for re-use after the contents have been consumed. The closure consists of an inner snap-on perforated shaker cover and an outer cap that keeps out moisture and prevents spilling. The shaker cap can be easily removed and the bottle then refilled with any condiment. Bottles by the Owens-Illinois Glass Co.

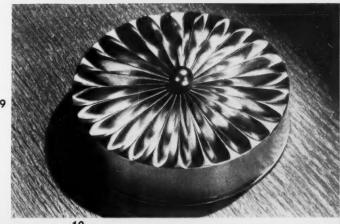
11. Self-applicator glass vials answer the packaging problem of the Mine Safety Appliances Co. for the marketing of their Fogpruf, a lens cleaner, polisher and fog preventive. The constricted neck of the Kimble vial permits the application of a few drops of the liquid to lens or windshield as required, while the molded cap securely prevents leakage.

12. New tubes and cartons, created by designer Arthur S. Allen for the May Company's various types of tooth pastes and shaving creams, are readily identified by variations of attractive color combinations. A definite family resemblance is maintained through the use of the trade mark which appears in prominent position on all of the packages. Both tubes and cartons manufactured by The New England Collapsible Tube Co.















and what to do about it

One winter day early in 1935, sales promotion manager C. H. Frankenberg, of Savogran Co., was confronted with one of those tasks which most manufacturers face when they develop a new product: selecting a package color scheme for a new cleaner-polish soon to be marketed by Savogran. His solution was interesting and perhaps typical, and we report it without making it point a moral in any way.

Already decided upon was the type of package—an oval lithographed can—so Frankenberg propped it up on his desk and began thinking of colors. He first thought that the natural silvery color of the can itself should dominate the design because silver cleaning was a logical market, but this was ruled out for other good reasons. So it came back to picking certain colors from the spectrum and, logically, he consulted tables of the effects of certain colors on women, only to find that the three most famous surveys on the subject—by Christine Frederick, Dr. Poffenberger and Dr. Gallup—didn't agree, though two of them put violet first.

This was all right until he remembered that violet might have a funereal connotation, that violet kitchens were rare and that legibility tables rarely mentioned violet at all. So he checked the colors used in women's magazine ads; found yellow used by most advertisers, though the preference surveys showed yellow least popular. Confused, he started on a several weeks' expedition into color textbooks and theories, only to come out more confused than ever and determined, finally, to try some practical tests. This was done by making up identical designs in several colors and putting it up to a vote of ten women (hardly enough—Ed. Note), a majority of whom voted for a royal blue can. Your dealer will show you the can today if you care to see it: royal blue it is, and quite successful, too.

Such, on the average, is the kind of thought given to color selection by American industry today, sometimes more scientific and sometimes far less so, but more than ever before it tends to get the consumer's opinion in advance. Yet, lest anyone think it is merely a matter of calling in the girls from the outer office and checking their votes, let it be remembered that in multicolor work one has a choice of some 2556 two-color and 59,643 three-color combinations, and before you can try a

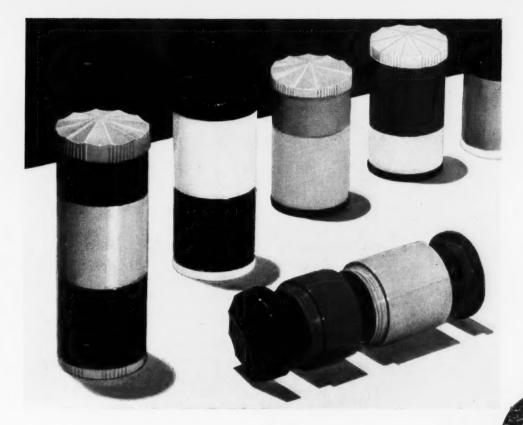
General Motors type of postcard survey or a Procter & Gamble type of house-to-house canvass, someone must use taste and thought to eliminate over 99 per cent of the possible combinations. Here is where executive knowledge of color, plus the services of an expert designer or colorist, is necessary to make color do its best selling job.

Such executive knowledge is, after all, more a matter of common sense than ability to remember which is chroma and which is value. For we suspect that the executives of that large oil company who so intelligently used white on their stations to convey a feeling of cleanliness, and made it look even whiter by contrasting it with blue and red, were using their heads rather than a color wheel. Nor can anything but common sense explain the fact that Hump Hairpin Co. had its biggest year in 1934 when it brought out a line of colored hairpins to match brown, auburn, brunette, blond and platinum hair—and mottled to make them invisible; or Briggs & Strattons' trick of using scarlet on ignition key, blue on trunk key and yellow on tire key to avoid confusion and provide a new selling argument.

These uses of color in merchandising obviously come from the minds of the management and, like most color applications, are best carried out under the eye of a trained designer. But they show a broader conception of color than that held by many manufacturers who are all too apt to think of their color problem in terms of whether the package for their grade BB type 6 should be blue or green. For their convenience, here is a check list of ways and places in which many manufacturers—not all of course—can put color schemes to work:

Plant interiors
Branch Offices
Freight Cars
Stores
Windows
Advertising
Exhibition Booths
Direct Mail Pieces
Invoices
Calling Cards
Shipping Cartons
Salesmen's Cars

Products
Packages
Signs
Displays
Billboards
Warehouses
Service Depots
Letterheads
Stockholders' Reports
Trucks
Order Acknowledgments

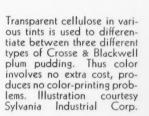


Gay colors in molded Plaskon are combined with Durez in these Dedon cosmetic purse-kits for identification of the various sections and for feminine appeal. Molded by Colt's Patent Fire Arms Mfg. Co. Illustration courtesy General Plastics, Inc.

A prime example of this sort of color planning is to be found in the work done by the Anaconda Wire & Cable Co. which has utilized a single pre-planned color scheme and a few simple design elements to carry this color scheme all the way through from packages to freight cars and factory water towers. In another instance, Broadstreet's, the New York haberdashers, came to the aid of women (and men) shoppers who had no knowledge of color harmonies, by introducing ensembles of shirts, ties and socks to complement popular suit colors, packaged in boxes keyed to each suit color. They had excellent results with the ensembles.

Or take the Dutchland Farms restaurant near the George Washington bridge over the Hudson, which was repainted in brilliant white with blue trim for maximum attention by day or by floodlight and for that sanitary look—and which proved immediately successful. Or consider the lesson in Raymond Loewy's gay white, red and blue color scheme on his streamlined Chesapeake Bay ferry Princess Anne, which immediately stepped up traffic by making the formerly dull trip seem like fun.

Third in a series on using color to sell goods, based on case histories.







So successful was this marine use of color that Loewy was commissioned to do three liners for the Panama Railroad Co. on which he used cool grays, greens and blues to counteract, mentally at least, the impact of tropical sun and heat.

Color Emphasis in Decoration

Similarly, the background of selling-the retail store-offers interesting color possibilities. For example, 35 minutes from Broadway in New Rochelle is a Sherwin-Williams paint store owned and run by Sherwin-Williams' advertising agency, T. J. Maloney, Inc., where merchandising ideas are tried out before being recommended to other dealers, and where color is widely used in selling. In this store one enters the door and finds the usual high wall racks replaced by counter-height shelving for the paint cans. This leaves large wall areas to be colored in neutral grays as a background for color prints showing home interiors and exteriors transformed by the magic of paint. Blue and terra-cotta-red trim further suggest the color that is Paint, and in the basement gayly painted model rooms show shoppers just what paint and color can do to their homes.

A similar use of color as a selling background can be found at Lord & Taylor's in New York, where Loewy is color-treating the entire store to lure traffic to departments off the beaten track, to flatter the shoppers' complexions, to stimulate emotional reactions, brighten the lives of the sales girls-and in one department, intimate apparel, to give women a choice of coral, gray, blue and chartreuse dressing rooms. That such use of color can affect emotions is borne out by an old law of the theater which says: Never play a comedy scene in anything but yellow light or your audience reaction goes off-key. Similarly, a restaurant chain in New York, Longchamps, is famous for its stimulating tomato-red interiors which quicken the emotions and make one's repartee seem a little better than usual. And, speaking of backgrounds, the designers of the new Dutch liner Nieuw Amsterdam,

Gulfspray

which recently arrived here on its maiden voyage, colored her main lounge entirely in soft grays as a background for the colorful clothes of the women passengers.

Recognition Value of Color

Then there are often-overlooked color opportunities in the product itself—opportunities for making it stand out, making the consumer remember it, making color act as a trade mark. Examples of such uses are found in the Gillette Blue Blade in which the color became not only a distinguishing point, part of the trade name, and a new sales feature—but a trade mark that was upheld in court against infringers. Another type of product color use—Weed's yellow and gray on tire chains—was likewise protected by court order, and Coca-Cola, Wrigley, Brillo, Yellow Cabs and Gotham Gold Stripe are among others who have had their color schemes protected by court decisions against infringers attempting to cash in on the public recognition of their colors.

Incidentally, courts don't usually consider a single color the property of any one manufacturer, but a color combination used as another dimension of the trade mark—to aid consumers to remember the brand—and on which advertising money has been spent—can generally be protected by law.



Above: Large areas of rich, appetizing color form a distinguished background for the black and white label on this Macy Coffee package, as against the conventional technique of putting the color on the label. The white label likewise conveys a feeling of purity and cleanliness.

Left: Gulf's famous orange disc dictated the color scheme on this Gulfspray package, the complementary navy blue lending a dramatic contrast and the white giving the package a clean look. Courtesy Continental Can Co.

Along these lines is the interesting case of the bogus plowshare: Oliver Farm Equipment Co. found cheaper and inferior plowshares being used on Oliver Plows, all shares being lacquered in a standard dark blue. Rather than cut the price, Oliver improved their plowshares still more, gave them a brilliant scarlet and silver color scheme, and started a color advertising campaign to show the difference in plowshares and prove the superiority of the new scarlet job—and their sales went up. Perhaps a somewhat similar moral can be drawn from the fact that Sears' Coldspot refrigerators have come from sixteenth to second place since Raymond Loewy has controlled their appearance, and that the blue Plaskon trim and blue name plate have been made a distinguishing feature of the box.

Personalized Trade Marks

Speaking of trade mark recognition, one is apt to forget the important part that color can play in making a trade mark stick in the memory. After all, your trade mark is one among the 500,000 which have been registered at the U. S. Patent Office, and color can add a third distinguishing quality to the form or outline and the actual name itself.

As an example, Sherwin-Williams' famous Cover-the-Earth trade mark would lose much of its recognition and attention value if it appeared in green or purple instead of its familiar red; and as any printer or carton manufacturer can tell you, International Printing Ink's famous IPI trade mark just wouldn't look right without the red letters. This recognition value of colors was demonstrated in Alemite's color advertising on which a careful check of identification was kept: when they used predominately red advertisements, they suffered from misidentification in favor of Mobiloil, while another insertion using bright green was mistaken for Quaker State; a third, using yellow, caused misidentification as Pennzoil. Since then, Alemite settled on a maroon, and its misidentification fell from 20 to 30 per cent to approximately 6 to 7 per cent.

Similar cases of misidentification through unwise color choice have been found in the radio, tire and other fields, and indicate that trade mark color changes should be made carefully if you want the public to de nitely remember who you are.

Applied Psychology

On this subject is an interesting sidelight in the case of Brillo kitchen cleansing pads packaged for years in a bright green carton, the color of which was imitated by another pad manufacturer. What made the infringement serious was the fact that millions of non-English-speaking consumers asked for Brillo not by name but as "the green box" or merely by pointing, and the infringer was enjoined from adding to the confusion. Again, you may remember Buick's Wizard control button of a few years ago, which was shown in red in Buick advertising for attention and emphasis, but in the car it was actually black. This so impressed the redness of the button on

the car-shopper's mind that it was finally changed over to red in the cars for consistency, to avoid questions and to prevent any subconscious let-down.

Besides these functions of color, there are, of course, a variety of other uses and by-products of color in packaging and other fields—some of which have been mentioned earlier in this series. There was the carton for Pepperell Red Label sheets, on which red was naturally indicated for the predominant color, but the designer kept the red on the sides and cleverly used the entire top of the carton for a photo reproduction of an inviting bed with sheets turned down—done in deep blue to give that "midnightish," time-to-retire feeling. By the same token, the Goodrich garden hose carton, one of the best examples of corrugated board colored by the Continental Color process, features bright greens which are suggestive of gardens.

Then there are sudden unexplained color vogues that sweep the country—aside from the Paris-inspired clothing colors—and a manufacturer can often ride the vogue to success: witness the rapid rise of Franciscan pottery dishes featuring those vivid in-between colors inspired by Mexican artists.

Again, there are innumerable cases of packages that increased sales when their color schemes were simplified and cleared so that they better described the contents. The most notable case is the Texlin toilet tissue wrap which was redesigned, in one color instead of three, to match the color of the tissue; it cut printing costs by 66 per cent, and was said to have increased sales 35 per cent. Another similar case is A & P's Sparkle gelatin carton, redesigned in one color instead of five, which is outselling the old package by two and a half times.

Along different lines, but very successful and worth thinking about was Wellington-Sear's method of helping retail clerks and shoppers select the proper Martex towel colors for colored bathrooms and kitchens: a color harmony chart for store counters which suggested certain colored towels to harmonize with the given color scheme in the shopper's home.

Emotional Appeals

Odd facts and prejudices crop up in most color selection work. For example, there is no blue food, and any blue lighter than navy should be used very cautiously in food packaging or display work. If you're familiar with bus or train design, you know that blue is one of the least practical but most popular colors for upholstered seats, passengers turning thumbs (Continued on page 94)

Editor's note: These non-technical color studies are being prepared by the staff of T. J. Maloney, Inc., with the collaboration of designers Raymond Loewy and Harold Van Doren, George Welp of The International Printing Ink Corp., and Ray Hookway of The Sherwin-Williams Co.

NEW PRODUCTS—NEW PROBLEMS

yet package engineers have learned how to provide solutions speedily

The large and constantly expanding cosmetic industry would have seemed to the casual observer, one year ago, to have reached a point where no new and startling developments might be expected—a point where further progress would be progress in refinement of product, packages and merchandising methods. All the more startling, therefore, has been a new development which has taken hold almost overnight within the field.

The idea of saturating flannel cloth with lotions and then cutting the material into convenient pieces to make cleansing pads was introduced about a year ago. It was discovered that a large, untapped market for such pads existed and a whole group of manufacturers have either already stepped into the field or are today investigating its possibilities.

The problems of manufacture of this particular type of product are relatively simple. The basic problem has all along been one of proper packaging and quite a number of varied packages have appeared on the market-place. Several, because of apparently inadequate laboratory study, have failed.

The packaging problem has seemed to be a dual one. Large packages, to be used in the home or as reservoirs for the re-filling of small purse-sized packages, presented certain problems of their own. The major problem, however, was found in the case of the purse-sized package.

These facial pads have a very large moisture content.

THING TO

For example, in the clear lotion type, 89 per cent of the lotion is water and, in the milky lotion type, the average formula calls for about 86 per cent water, 5 per cent alcohol, 2 per cent mineral oil and 3 per cent glycerin. Such moist contents presented an unusual packaging problem, the difficulty of which is easily appreciated when it is remembered (Continued on page 88)





1. Twin Sisters pads appear in glass jars with lithographed metal caps. Both manufactured by the Hazel-Atlas Glass Co.

2. Three Sisters purse compacts are of molded Durez, as is the plastic jar used for the related product, Hide-it. Photo courtesy General Plastics, Inc.

3. Charming Lady cleansing petals use molded Durez for the purse compact and a glass jar with single-shell metal cap for the boudoir package. Photo courtesy General Plastics, Inc.

3



Burt's clients don't shop around. They're stand-patters when it comes to cartons and boxes.

They've got everything! And, man, they know it.



They've got the largest box production facilities in the world working for them. They've got the finest personnel money can hire. They've got top quality cartons and boxes, all in the 54 years Burt tradition of excellence. They've got dependable deliveries, assured by Burt's wide range of equipment, and reserve capacity. But the biggest and most important ACE they hold is—the LOW COST AT WHICH THEY ENJOY THESE!!

Maybe you're interested in holding such a hand. Why not "sit in" yourself as a Burt client? There's a branch office close by.

F. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y

NEW YORK CITY 630 Fifth Avenue Room 1461

CINCINNATI 221 Walnut Street Telephone: MAin 0367 PHILADELPHIA

A. B. Hebeler

P. O. Box 6308

W. Market St. Sta.

MEMPHIS Frank D. Jackson 2150 Washington Ave. NEW ENGLAND
A. B. Bacon SPRINGFIELD
BOSTON P. O. Box 214
120 Boylston St. Highland Station

MINNEAPOLIS J. E. Moor 3329 Dupont Ave. South CHICAGO 919 N. Michigan Ave. Room 2203

LOS ANGELES
Louis Andrews
623 2 South Grand Ave.

CLEVELAND W. G. Hazen P. O. Box 2445 E. Cleveland. Ohio

CANADIAN DIVISION Dominion Paper Box Co., Ltd. 469-483 King Street, West Toronto 2, Canada



The new Fasteeth cans show a remarkably sharp contrast with the cluttered lettering and outmoded borders of the old containers.

ONE MILLION CANS SOLD YEARLY

and yet they change the package

Some 10 years ago an Albany pharmacist developed a new product designed to hold false teeth comfortably and securely in the mouth. Calling it "Fasteeth," he opened a small plant in Binghamton, N. Y. and was able to watch his production grow, until today shipments total over a million packages a year.

Certainly in such a situation, one would not expect package designs to be radically changed and yet that is precisely what the company has done, the change being motivated not merely by a feeling that their old design had grown antiquated and lacked certain visual elements of appeal and neatness, but also by a desire to make their new packages differ from those which were characteristic of competitive products.

Soliciting the aid of can manufacturers Burdick & Son, Inc., the company developed a new package, retaining the old white and blue color scheme which it had formerly used, but replacing the somewhat cluttered lettering of the old container with a design consisting essentially of two elements—first, a reverse panel near the top of the container carrying the product name and second, a triangle near the bottom of the container with reverse lettering stating the product's purpose in four simple words, "Holds dental plates firmly."

Here, in a field noted for the conservative design of its packages, the new departure found an instant accept-

ance. It lent itself to illustration in the company's extensive newspaper and periodical advertising campaigns and found itself being more adequately displayed.

So successful, indeed, was the design felt to be that when the company began to market a new product, "Kleenteeth," a cleaner for artificial dentures, they found their new design ready-made for them in a slight variation of the basic design used on the new Fasteeth cans. In this latter instance, one major change was made in that a second horizontal band was placed at the base of the container with the company name in reverse lettering upon this band.

The Kleenteeth package design closely follows the scheme utilized for its parent product, Fasteeth. All cans manufactured by Burdick & Son, Inc.



Distinctive CAP DESIGN

... adds charm and sales-appeal to modern packages



GIVE your package a colorful and delicate touch of beauty that appeals to feminine buyers. Dress it up with a lustrous, colorful Armstrong's Artmold (molded plastic) Cap and win added acceptance for your product.

Armstrong's Artmold Caps are available in graceful standard designs or molded to your specification in pleasing colors that range from brilliant hues to delicate pastel tints. Molded with a rich lustre, these attractive caps have a satin-like texture that is most pleasing to the touch. And when the package is in use even the most delicate feminine fingers can remove or replace them with a quick, simple little twist.

In addition to adding charm and sales-appeal to modern containers,

Artmold Caps seal securely and provide dependable protection against leakage and evaporation.

For bigger sales, style up your package with a distinctive Artmold Cap. Write today for complete information, samples, catalogs, and prices. Armstrong Cork Products Company, Closure Division, 916 Arch St., Lancaster, Pennsylvania.

armstrong's ARTMOLD CAPS

. . what a difference

. . . difference in freshness is one thing you achieve by packing in Aluminum Foil. Neither air nor moisture can penetrate this metal barrier. Nor can light seep through it. By foiling these prime foes of freshness, you preserve the natural goodness of your product.

. . . difference in eye-appeal is another big reason why Aluminum Foil is being used more and more. The incomparable sparkle of this pure metal leaps to the eye, overpowers its neighbors on shelves and counters.

. . . whether you pack in bags or boxes, wraps or cartons, you can employ Aluminum Foil.

And you can now print on foil more beautifully than ever, through the development of new processes of color reproduction.

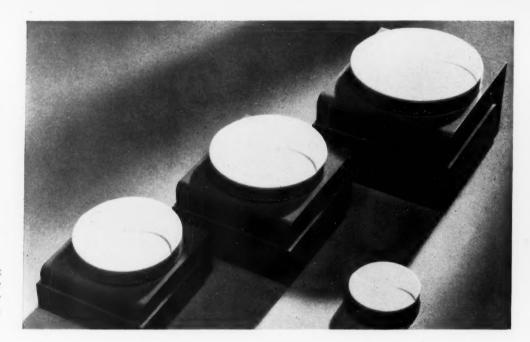
... as the largest manufacturer of Aluminum Foil, we are prepared to offer helpful suggestions on all kinds of foil packaging problems. Write Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

The full ALCOA name is ALUMINUM FOIL

aluminum foil makes







Jacqueline Cochran plastic cream containers utilize a gray casing and base with ivory closure which is encircled with harmonizing gray lettering.

PLASTICS IN THE COSMETIC FIELD

A new cosmetic line has recently made its appearance under the name of Jacqueline Cochran, noted aviatrix, and embodying—in unique designs by Raymond Loewy—a number of unusual applications and constructions of molded plastics, as well as a completely integrated series of metal and glass packages.

The demand made upon the designer as summarized by Mr. Loewy, included the following:

Simple in form. Light in weight and feeling. Easy to pack and ship.

Expressive of the personality of the "new woman." Typical of the modern living needs of contemporary-minded women.

Symbolic of the spirit and significance of aviation.

In tones and colors that will harmonize with current decorative trends.

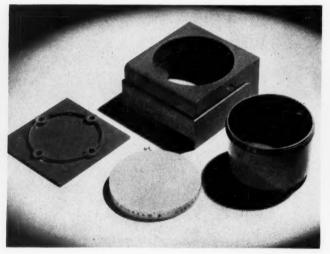
Aesthetically appealing.

Expensive in appearance, but keep well within the bounds of a definite budget.

So attractive they will sell. (Continued on page 84)



Glass bottles are topped with Beetle closures of ivory, carrying the identifying spinning propeller design.



The cream jar is molded in four parts. The inner jar of Coltrock is impervious to moisture and unaffected by cosmetics.



THE FINAL JUDGE?

The customer will make the final decision about your cartons.
 Many a promising package has failed because this important fact was overlooked.

Selling our folding cartons all the way to the ultimate consumer has always been a policy of Container Corporation of America. Our specialists know the value of design, color, novel treatments and visual selling on cartons—because we've watched customers react to them. Our practical "Packaging by Prescription" method assures packaging that will help sell the product to the proper market.

All the way from wood pulp to the carton on the counter—Concora folding cartons are our business. Attention to all the details all along the line has earned for our packaging the reputation for both "the strength that protects" and "the beauty that sells." Our representative can give you pertinent details—call him today.



Concora corrugated and solid fiber shipping cases enjoy the same reputation — because they are made with the same attention to ALL details. Their successes are known wherever goods are shipped.

CONTAINER CORPORATION OF AMERICA

General Offices: 111 West Washington Street, Chicago, III. • Mills, Factories and Sales Offices at Strategic Locations

BAKERS GET A BREAK

Although package design is usually thought of—by the eminent authorities who write treatises on the subject—as a matter of appeal to "Madame Housewife" or "Mr. Consumer," an increasingly large number of packages, designed for industrial use, are being given the same careful consideration usually accorded to containers intended for retail sale. Thus we find Joseph Middleby, Jr., Inc., Boston manufacturers of food colors, conducting extended research among bakers, hospitals, hotels, clubs, and others with a view toward discovering the manner in which they utilize liquid and paste food colors and the ideal manner in which these should be prepared and marketed to meet the needs of such industrial users.

As a result of this survey, the Midco color kit was developed, consisting of a mahogany finished, sectional wooden box with hinged lid to provide convenience in use and safe keeping for the eight most frequently utilized

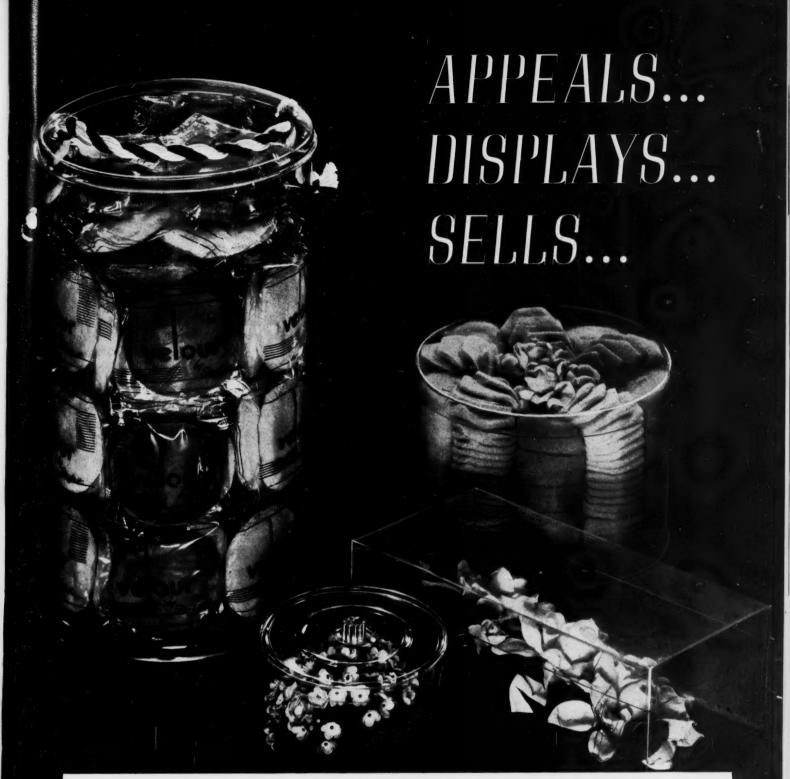
food colorings. The paste colors are packed in 4-oz. screw-cap jars, furnished by the Hazel-Atlas Glass Co., and closed with a double-shell, gleaming black metal closure. The inner lid of the mahogany kit contains the necessary charts required to provide directions for the blending of these basic colors to produce 23 shades.

The second kit, containing liquid colors, utilizes 2-oz. dropper bottles equipped with Anchor caps and although approximately one-half the size of its larger companion, duplicates it in structure and function in all other respects. The kits in both instances were manufactured by the New England Box Co.

Designed on the basis of careful advance research, it was but natural that these kits should be enthusiastically received by the various trades for which they were planned. The company reports that a marked and constant increase has been noted in the sale of these packages.

Eight Hazel-Atlas stock jars are found neatly nested within the wooden partitions of the Midco sturdy mahogany kit.





Various style containers made entirely of Eastman Acetate Sheet.

THERE'S more than just transparency to Eastman Acetate Sheet. It has a crystal clearness that amounts to brilliancy...a quality that enhances design, enriches color, adds "sell" to any product.

And, in addition, this distinctive packaging material is most practical, for it protects as it beautifies... displays the product in natural color and texture... provides a truly effective safeguard against spoilage, handling, contamination, and dust.

Eastman Acetate Sheet is tough and durable...

works easily...can be molded, drawn, or folded... takes printing without wrinkling... is consistently uniform. It is supplied in rolls up to 40" wide—of any convenient length; also, standard-size or cut-to-size sheets. Thicknesses—.003", .005", .0075", .010", .015".

You'll find Eastman Acetate Sheet the practical solution to modern packaging problems. Write, for further information and samples, to EASTMAN KODAK COMPANY, Chemical Sales Division, Rochester, N. Y.

EASTMAN ACETATE SHEET

HOT ROSIN IN A PAPER BAG

Paper bags of the heavy duty, multi-wall type have been in general use for about a dozen years and within that time have become one of the major means of transporting heavy bulk commodities in weights ranging from 50 to 140 lbs. So much so that over a half million of these bags are now used annually, shippers finding in them a unique combination of low tare weight, ease of handling, moisture resistance, low cost of decoration, plus a number of other special qualities.



October 1937



December 1937



February 1938

In the past, however, these bags have been used principally for dry, powdered, granular or lump materials capable of being flowed or spout-poured into the containers. Now, a new type of use for such multi-wall bags has been developed which bids fair to expand the field of usefulness of such containers.

This new use is in conjunction with the packing of materials with post hardening characteristics—materials such as rosin which is now being poured into bags in a liquid state and permitted to harden in the container. It has been found that an astonishingly high temperature of the liquid rosin may be maintained, up to the point of pouring, without damage to the container itself. Since the flow characteristic of the material varies with the temperature, this factor naturally serves to facilitate the packing and reduces costs. The rosin bags are usually placed in crates while being filled and thus receive a measure of support while the material is in a liquid state. There are several methods of piping or pouring rosin into bags, depending on plant layout and type of bag used.

The most frequent method of securing closure is that of passing the bag through a sewing head which closes the top, although there are other methods in use in some plants for closing special types of bags. After being closed, the bag, still in the crate, is transported to storage and there removed from its carriage. Cooling and consequent hardening then takes place over a period of approximately 10 hours. As filled bags do not have to remain in crates while cooling, a comparatively small number of these fixtures suffice for a large rosin still. Once cooling has occurred, the finished bag of rosin is, in effect, a tightly wrapped package.

The container affords unusual ease of handling as compared with barrels, being a one-man package, easily handled on trucks or skids. The bags require less storage space than barrels or other containers, not only before filling but even after the rosin pouring operation. A certain measure of waste which formerly occurred, due to sifting or to rosin adhering to the barrel, is likewise eliminated by the new container since the inner kraft liner of the paper bag peels clean of the rosin.

Particularly notable is the saving in tare weight. The paper bag weighs less than 1 lb. and contains 100 lbs. of rosin. The average barrel is reported to weigh approximately 85 lbs. and holds approximately 400 lbs. of rosin. The tare weight for the paper bag is, therefore, 1 per cent while that of the barrel is 20 per cent or more and thus, it is claimed, by this feature alone the new containers offer a 19 per cent freight saving.

A final advantage—and one which might loom large to the volume user—is found in the salvage value of the bags themselves on the waste paper market.



CONTINUOUS RESEARCH

Consistently FORBES has contributed to a better understanding of the use of window displays. . . . The recent research for The Association of National Advertisers proves that Window Displays offer tremendous circulation and coverage opportunities. . . For years FORBES has recognized the effectiveness of displays as an advertising medium. Through field surveys, investigations, and case histories, new information and data has been made available.



FORBES



LITHOGRAPH CO.

P. O. BOX 513 . BOSTON

NEW YORK

CHICAGO

PHILADELPHIA

CLEVELAND

ROCHESTER

DETROIT

MODERN DISPLAY

WHAT ABOUT SOME "SMALL PIECES"?

by Francis D. Gonda*

In the not-too-good old days when the general "idea" of a window display didn't go beyond squeezing illustration and message into the rigid window-frame of the inevitable "three-panel screen," somebody (maybe the office boy) would always sing out, with the air of a brilliant discovery: "Look! There are two pieces of waste space above the side-panels! Can't we use 'em for something?"

Whereupon the hapless lithographer would be "persuaded" by the P. A. to "throw in" the extra plate-work and easels for two hastily concocted copy cards and the

holy horror of "waste" would be avoided—the God of Economy appeared.

But the chances are that the cards thus triumphantly "thrown in" would be just as promptly thrown out by dealers and the "waste cards," as the trade term then went, would remain exactly what they started out to be—waste!

True enough, it is sound economy to run some smaller displays in with your window unit, to take advantage of the same press run and mounting and die-cutting operations. Or, even if there is no "waste space" on the plate, it is still a substantial economy to reduce the illustra-

*Vice President, Einson-Freeman Co., Inc.

1-3. Three of the thirteen possible functions for small displays. For complete list see article.













4-10. Each display is designed not merely to utilize otherwise wasted board or to obtain a "premium" out of a press run, but each small unit has a definite function of its own as a means of supplementing and completing the work of a large window display. In point of fact, the work of the small display may often be interpreted as being the most important part of the display and advertising campaign since the small unit is the one that very often clinches the sale. All units here shown created by the Einson-Freeman Co., Inc.



tion you are using for your centerpiece for smaller units in the same plate-making operation.

But it is a wholly illusory "economy" unless you definitely *plan* these smaller units for some clearly defined and useful function or purpose that fits into, or advances still further, the effectiveness of a general sales and merchandising plan.

Let's just consider for a moment why we should have smaller units in mind right at the start of planning our point-of-sale material and what are some of the uses of these most valuable small-arms adjuncts to the heavy artillery of the window display. Tabulated in orderly fashion, they form a valuable check list to run over before determining your need in store display:

- 1. To supplement or complete the message of the main unit.
- 2. To duplicate message of window on the counter.
- 3. To duplicate message and act as counter display of merchandise.
- 4. To continue message when full window showing is over.
- 5. To supply needs of smaller dealers, where space is too limited. (Continued on page 96)







DISPLAY RESEARCHES TO CONTINUE

Lithographers committee to set program for further window display research and promotion

General William Ottman, president of the Lithographers National Assn. and executive vice president of the United States Printing & Lithograph Co., has announced the appointment of an organization committee to establish a program and to organize a larger permanent body for the dissemination of information on window displays as an advertising medium. Appointed under a resolution adopted at the recent convention of the Lithographers National Assn. were the following: Chairman Ralph Thomas, vice president and sales manager of The Forbes Lithograph Co., Robert F. Talbot, of the sales promotion department of the Niagara Lithograph Co. and Theodore E. Weidersheim, vice president of the Ketterlinus Lithographic Mfg. Co.

With the appointment of this committee and the forthcoming presentation of a program for continued work, the certainty is established that the facts developed in the recent survey of the Advertising Research Foundation—"Window Display Circulation and Market Coverage"—may be further clarified and applied in detail to the solution of the various problems arising in the consideration of window display as an advertising medium.

The decision to continue this work arose during the lithographers convention largely as a result of the presentation of past achievements through the medium of a symposium on window displays in which the principal addresses were delivered by Arthur E. Tatham, advertising manager of Bauer & Black, Frederick L. Wertz, president of Window Advertising, Inc., and Albert E. Haase, director of research of Townsend & Townsend, Inc.

Mr. Haase, reviewing and summarizing the work covered in the original report on window display circulation, pointed out how this study of windows provided the basis for their consideration as an advertising medium. He listed as achievements of the first research project the breakdown of windows by types of outlets, by size variations, by variations according to population size of cities in which they are located and by classification according to traffic exposure. He also detailed the manner in which the survey measured the audience of window displays and their relation to the distribution of consumer purchasing power. The window display survey likewise disclosed hitherto unknown or uncorroborated facts regarding consumer travel habits and, for the first time, permitted the establishment of an acceptable definition of window display circulation and method of measuring degrees of circulation intensity.

The problem placed before the convention was best summarized by Mr. Wertz, who, in his report on the implications of the study of "Window Display Circulation and Market Coverage," said "The rules laid down in the report under consideration are sufficient to enable you to plan window display for any given city with a certainty of securing a definite coverage and a definite circulation. This is a step so far ahead of anything we have ever had before as to be almost beyond comprehension. From an unknown quantity, window display has developed into a definite medium that has almost 100 per cent selectivity. You don't have to buy any 'packages' or combinations. You can cover a market 100 per cent or with whatever intensity you may choose, or you can eliminate any undesirable sections in any given market, merely by not installing displays in those business districts tributary to such sections.

"You can know in advance the exact cost per thousand of the minimum circulation to be developed, knowing also that there is an extreme plus value in this medium, not only in added circulation not counted, but in the fact that the advertising is placed directly at the point of sale and has, in addition, a very great value in its effect upon the retail dealer and his clerks.

"All of these things are made possible by the research work done under the auspices of the Advertising Research Foundation, certified by the Association of National Advertisers and the American Association of Advertising Agencies and published under the title 'Window Display Circulation and Market Coverage—How to Select—How to Verify.' For the first time in the history of advertising, we have an authoritative guide to the use of window display as an advertising medium. How to make use of it is a question that merits very careful consideration by every advertiser."

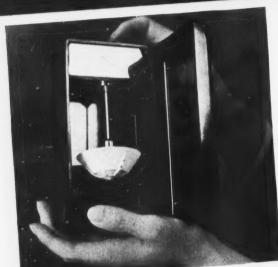
In speaking of future necessities, Mr. Wertz said "Before I close, may I suggest that, in my judgment, the greatest need for research in the window display field at present centers around the determination of the most effective physical types of display, finding the looking habits of pedestrians, determining the various parts of windows that are most highly visible and the physical type of display that will make an impression on the largest percentage of passersby, as well as securing the largest plus value from automobile, street car and bus traffic or even from sidewalk traffic on the opposite side of the street.

"Another angle of research which should be extremely profitable would be to find out what type of display is most productive in sales from the retail stores as well as for the advertiser. By that I mean is it more profitable, in proportion to the amount of money spent, to put in single product displays, or for manufacturers to join together in putting in displays that carry three, five or even twenty products? (Continued on page 89)

DISPLAY









- 1. The new 1938 American Thermos Bottle Company's display is designed to keep the merchandise off the shelf and out in plain view. The cardboard display unit, die-cut and formed to fold flat in shipment, is easily and quickly erected, the bottle itself holding it in upright position. An ingenious means of displaying the nested cup feature of the bottle is accomplished by a wire rack which fits over the bottle neck and is held securely in place by the closure. Display manufactured by Rex Window Advertising Co., Inc.
- 2. The Old English Wax metal floor stand puts these A. S. Boyle Company's household aids within buying range of consumers. An enthusiastic reception has been reported on several counts. The unit encourages display in an attractive, orderly manner—on a minimum floor space, it provides a practical means of dispensing while displaying and, finally, it meets all the requirements of permanence. Floor stand manufactured by the General Display Case Co.
- 3. A unique display-package which enables salesmen to illustrate the merits of the Wakefield Commodore reflector. The salesman opens the Durez black molded box to disclose a dwarf-sized reflector which is illuminated at the press of a button, the battery and switch being enclosed behind a chromium plate located in the upper section of the display container. Box molded by Kurz-Kasch, Inc. Miniature reflector molded by the Gorham Co.
- 4. A sturdy cardboard panel, held upright by a die-cut prop in the rear, features a wide selection of Golden State rubber stamps. Inserted into individual slots, the stamp names are indicated on separating partitions. The center panel of the unit carries a listing of other stamps available and indicates the actual size of the stamp print by displaying an item with the message visible.









6

- 5. The Centaur Company's "Baby Needs" display ingeniously incorporates actual packages of Z.B.T. and Castoria and conveniently allots space for price insertion while, at the same time, enabling dealers to add additional related items if desired. Economically produced on a-single sheet of light-weight stock, the unit is easy to ship and simple to set up. The side pieces may be used as individual counter units or the entire group may be featured in the window. Lithographed in color by The National Process Co., Inc.
- 6. Bauer & Black and the Lavoris Co. have teamed up to create this "Happy Mouth" counter merchandiser. Made of metal and lithographed in five colors, the unit features associated items for oral hygiene. The inclusion of product price as an integral part of the merchandiser facilitates consumer selection and dealer re-stocking. Developed by Zipprodt, Inc.
- 7. A new product, Guerlain's Metropolitan lipstick, and a new display to introduce it to the public. The unit, which measures approximately 35 in. by 45 in. set up, is a combination of wood and cardboard, silkscreened. The giant lipstick, of wood and metal, illustrates the construction of the new automatic lipstick. And the sophisticated background scene, a charcoal drawing reproduced photographically, lends a fitting atmosphere to a product designated as "Metropolitan." Designed and produced by Display-Rite.
- **8.** A striking example of a "third-dimension" display, produced entirely from cardboard, is that which features various brands of Calvert liquors. The "bar" holds actual bottles and glasses and the

- back shelves permit display of additional bottles of Calvert. The blurb "Yes Sir! Calvert and Soda" puts a definite suggestion into the minds of the passersby. Designed and lithographed, in a faithful reproduction of grained wood, by Polygraphic Co. of America, Inc.
- 9. Minimum space with maximum display and comparatively low cost are the outstanding features of this metal counter display. The unit occupies less than 1 sq. ft. of counter area and holds an ample supply of various A. S. Boyle Company's Plastic Wood products. The illustrated explanatory panel at the top of the unit gives consumers a quick story as to the different applications of the product, thus saving salesclerk's time. Manufactured by the Washburn Co.
- 10. The new Cain's Mastermixt mayonnaise display, which is definitely "in season" for the summer months, features an appetizing salad on its back panel to encourage sales through appetite appeal. Summer time is "salad time," and consumers might well be tempted to help themselves to a jar, a number of which are placed in jumbled fashion in the display basket which was created and lithographed by The Forbes Lithograph Co.
- 11. A "before and after" Bracer display that ties-in with a magazine campaign, is Bauer & Black's latest offer to the trade. An immediate visual story of the merits and effectiveness of the Bracer is accomplished by cartoon figures on either side of a trim-bodied center figure, wearing a Bracer. The counter piece is semi-molded to give an effective third dimension to the figures and is light and washable. Designed and manufactured by Old King Cole, Inc.







WATERPROOFED CARDBOARD

now makes possible the long sought for sturdy low cost outdoor display



A new type of display is here shown in actual use in a Standard Oil station and in close-up. Note the hinged waist which permits folding for shipment and the strong metal eyelets for attachment to guy wires. It has long been the hope of advertisers to find a less expensive medium of outdoor advertising which would be adaptable to short advertising tie-ins or seasonal promotions with frequent changing of subjects and which would obviously permit wider distribution at no appreciable increase in cost.

Cardboard displays were, of course, the ideal solution, but the joker up to the present time has been the fact that cardboard, even when surface treated, cannot withstand, except for a fleeting period, the ravages of the elements—sun, wind and rain.

The difficulty, naturally, has been that the basic properties of cardboard are such that the elements readily caused disintegration even when various surface protections and coatings were used.

A wide field has, therefore, been waiting to be opened when such a display could be found. The advertiser could then afford to plan and carry out several concentrated advertising schemes or campaigns during the year, instead of being handicapped by budget limitations and could reach a larger percentage of the buying public.

Recently, the Standard Oil Co. of Indiana found such a sign perfected by the Arvey Corp. as a result of experimentation in waterproofing of cardboard and has since used large quantities of this waterproofed material with gratifying results.

It now appears that there is available a weather resistant cardboard display which, it is claimed, successfully withstands the effects of sun, wind, rain and even snow, and retains its original shape and appearance. The life of this new display is increased several hundred per cent over the average cardboard outdoor sign now in use. No extravagant claims are made concerning the life of these treated cardboard signs as compared with the life span of a metal sign. Nonetheless the (Continued on page 89)





Brilliant colors in high-relief distinguish these Thermoloid molded displays made by the Chaspec Mfg. Co.

HIGH-RELIEF PLAQUES

A number of extremely interesting displays which have recently reached retailers (or will do so within the next few weeks) utilize an unusual process in their manufacture to achieve remarkably realistic high-relief effects. The process itself is not new, having been in a development stage as long as ten years ago, but it is only recently that displays of this type have come into wide use.

These high-relief plaques are manufactured of a material known as Thermoloid, an asphalt-treated paper similar in composition to asphalt roofing materials. This material is treated under heat and pressure and thus formed into the high-relief shape desired for any particular display. In this sense, the process closely resembles the plastic molding process. Once formed, it is possible to color the plaques by paint spray, silkscreen or other processes and thus to achieve rather startling effects.

Of the two displays here shown, the Michelob plaque is approximately 15 in. in width and 20 in. in height and incorporates in its central panel a lithographic illustration labeled in after the molding operation. The wood effects of barrel staves and on the lower portion of the display are molded into the unit and subsequently painted by spraying, rolling and hand painting. Semi-precious stones are inlaid into recesses provided during

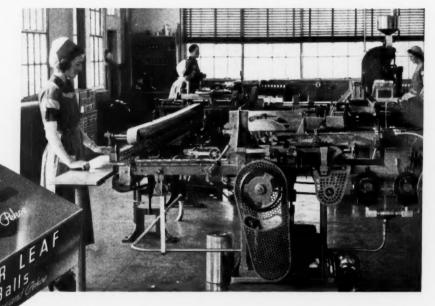
the molding process in the crown seen just below the lithographed illustration. A unit of this general design, made entirely by lithography and without, of course, the relief effect, had previously been utilized by Anheuser-Busch. The present unit thus carries on the Anheuser-Busch advertising theme and lends it a permanency not heretofore obtainable.

The Pedro Domecq plaque is designed to hang on a wall rather than for counter use, though it may be used in the latter fashion as well. Its central point is a recess proportioned to hold an actual bottle of the sherry withdrawn from the dealer's stock. To maintain this in position, a rubber band is provided with the display, so attached as to hold the bottle firmly at the neck. The three-dimensional reproduction of grapes and leaves hanging from a vine is extremely realistic in effect and provides a fitting background for the actual package.

The Thermoloid molding process, it is claimed, provides a display of great permanence yet of relatively light weight and one that is unbreakable because of the nature of the material from which it is molded. This naturally results in a lowered shipping and insurance cost, itself calculated as providing substantial savings for the display user.

Selected by STANDARD BRANDS

To wrap their new TEA BALL packages



Once again our FA type machines have met the special requirements of an important package goods manufacturer.

Standard Brands' new Tender Leaf Tea Balls are sold in three different sizes of packages. All three sizes are "Cellophane"-wrapped on a single FA machine. Changes from one size package to another are quickly and easily made by simple hand-wheel adjustments. And the wrapping machines are fed automatically from the carton-sealing machines. Utmost efficiency throughout.

The appearance of the package is in keeping with the quality of the product. The neat, tightly sealed "Cellophane" wrap produced by our machines fittingly complements the fine design and color combinations achieved in these packages.

Let us solve your Packaging Problems

Today low costs are essential. Competition also demands strong selling features in your package. We can help you secure both of these advantages. Consult us—as so many other leading package goods manufacturers do.

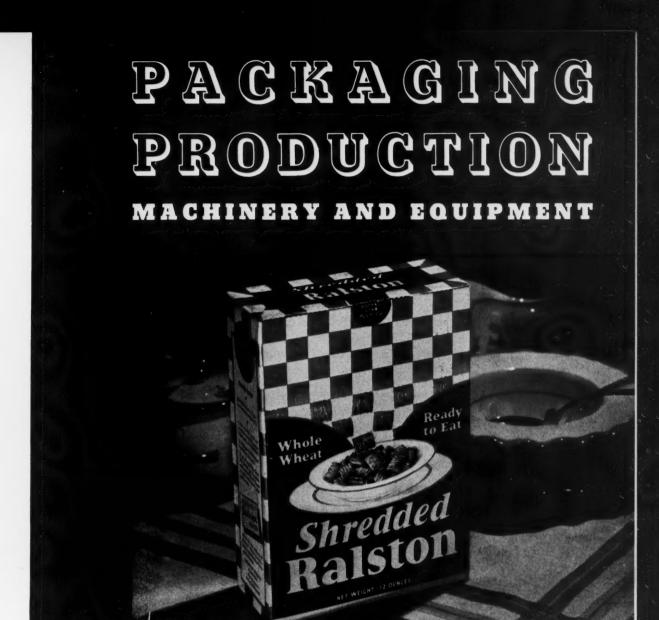
Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK
Mexico, D. F.: Apartado 2303
Peterborough, England: Baker Perkins, Ltd.

CLEVELAND LOS ANGELES Buenos Aires, Argentina: David H. Orton, Maipu 231 Melbourne, Australia: Baker Perkins, Pty., Ltd.





The familiar Ralston checkerboard pattern has been cleverly modified in this new package to tie-in with a special feature of the product. Note how the checkers change into "bites" of Shredded Ralston.

NEWCOMER IN THE RALSTON FAMILY

Ralston Purina Co., Inc., has recently completed a program of designing a new package, planning and installing the machinery for its production and planning its introduction to the market—a program of particular interest because it parallels the steps found necessary whenever an established firm decides to introduce a new product and because both package and production line represent a high point in cereal packaging. The Purina organization is, of course, well known in its field. It operates 24 plants in the United States and Canada, four of which are devoted exclusively to the preparation of packaged cereals, including rolled oats, bran flakes, wheat flakes, whole wheat Ralston, Ry-Krisp and now the new Shredded Ralston.

In the design of the new package, the company sought to capitalize upon the family recognition value which had already been built up for its products, largely through the checkerboard pattern of red and white squares which it had long utilized. The new Shredded Ralston, however, was to be advertised in terms featuring its "bite size" form. The design was, therefore, developed so as to combine the checkerboard pattern with elements which would emphasize these "bite size" squares of Shredded Ralston.

Starting at the top of the package with the familiar red squares, the pattern gradually changes into biscuits at the bottom of the design, finally pouring into a dish. The change is carried out chromatically, with the red of the squares gradually merging into the golden brown color of the biscuits and the carton wraps have, therefore, been printed as a four-color job.

This design represents, of course, the final choice from a whole series of ideas for packages. The one which was selected, after exhaustive tests first with dealers and then with consumers, called for a four-color printed wrap, tight-wrapped over a plain shell and inner lined. This carton is equipped with a "tuck-in" flap, enabling the housewife to neatly close the package after servings have been made.

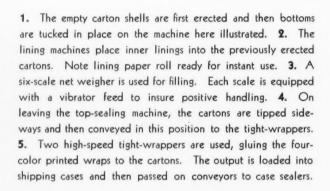
The packaging equipment operates at a speed of 60 packages per minute. Pneumatic Scale equipment is used throughout. The carton shells proceed from the carton feeder and bottom tucker by a conveyor to lining machines where the formed cartons receive their inner lining. These machines are so designed that a new roll of lining paper waits in readiness for speedy replacement

when the roll already on the machine is consumed. The lined carton then proceeds to six-scale net weighers, each equipped with vibrator feeds to insure a gentle and positive handling of the product. Such "gentleness" on the part of the machine is extremely important in view of the relatively high operating speed and of the comparatively fragile nature of the product.

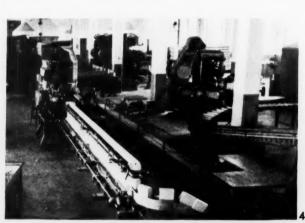
From the net weighers, the cartons parade down the line to a top-sealing machine. As the sealed cartons leave this unit, they are tipped over on their sides and conveyed a short distance to the tight-wrapping equipment. Two of these high-speed, glue tight-wrappers apply four-color printed over-wraps and then discharge the cartons, now ready for market, to a packing table where they are loaded into shipping cases and then passed on conveyors to case sealers.

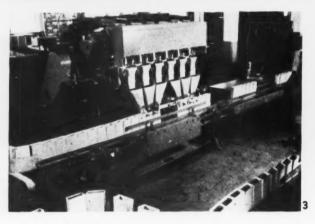
In the field, the new package has received what the company believes to be a (Continued on page 84)

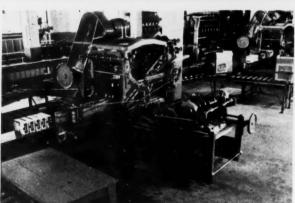












TIN PLATE IN THE CANNING INDUSTRY

by Bruce W. Gonser*

The canning industry is an extremely important consumer of tin plate. This means that there is a surprisingly close connection between the production of canned goods and of tin and steel. Importance of this relationship is seen from the following:

1. Nearly all of the tin plate consumed in this country is used in making tin cans and for closures for glass and paper containers. In recent years fully 60 per cent of the tin plate has been used in the marketing of foods produced by the canning industry.

2. The United States normally consumes about 45 per cent of the world's production of tin, of which about half goes into the manufacture of tin plate. Exports account for part of this but an average of close to 90 per cent of the tin plate production is consumed here.

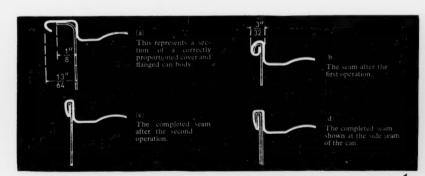
3. In 1937, the United States tin plate production amounted to nearly $2^{1/2}$ million short tons. Since tin plate is $98^{1/2}$ per cent steel, this is an appreciable factor in the steel industry, particularly since the demand for tin plate is relatively steady (in sharp contrast to the demand for most other products).

Since the start of the canning industry, many technical developments have occurred to produce a better and cheaper tin plate container for packing foods. Perhaps the most important series of changes has been in the steel industry where the well-known advancements in mechanization, the huge volume of production, and metallurgical developments of the past century have made possible the production of uniform, high quality steel sheets

*Metallurgist, Battelle Memorial Institute. (From an address delivered to the Western Metal Congress.) at a remarkably low cost. Likewise, the tinning of these sheets has been so mechanized and automatically controlled that a uniform, satisfactory product can be produced with the expenditure of little direct labor.

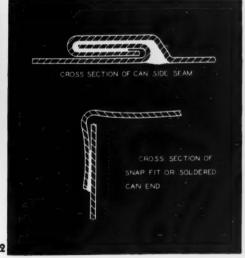
It is in the manufacture of cans from tin plate that the most obvious improvements have taken place from the viewpoint of the canner. The laboriously hand made cans of a century ago, with all seams soldered and a filler hole in the top which was closed by a soldered disk after packing, seems very crude indeed compared to the present automatic production of 300 cans per minute.

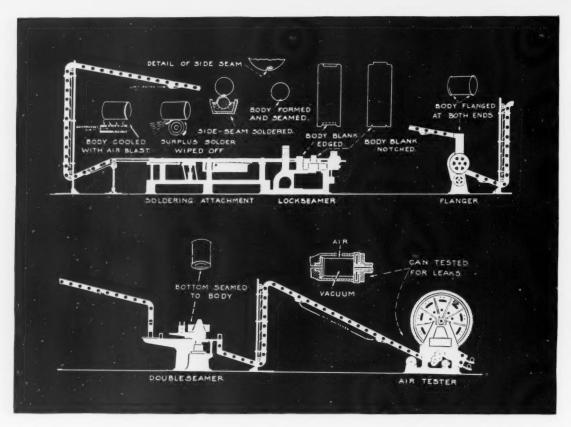
This was a gradual evolution, of course. First the hand methods were aided by better forming and soldering tools, then ends were stamped from tin plate by machine rather than being cut manually. Soldering of can ends by rolling the inclined cans over a solder bath was evolved. Finally, the lock seamer and means for automatic soldering over a solder roll was evolved and by 1885 an entirely automatic can making line was in operation in Baltimore. The development of the open top "sanitary" cans about 40 years ago, whereby the entire can ends were seamed in place with a gas-tight gasket in place of soldering, gave the modern tin can. Use of various enamel linings broadened the field of application of the cans. Improvements to increase production and make all operations automatic reduced the cost per unit. It is of interest to note that the evolution of the modern tin can has been a typical American mass production development and that at present fully half of the world's canned goods is produced in the United States.



1. The drastic bends of the seaming and forming operations require a very high ductility in canning plate.

2. Cross section of a packers' can (top) and the end of a snap fit can demonstrates how practically no solder actually comes in contact with the contents of the can. Diagrams courtesy Cameron Can Machinery Co.





3 General steps in a can making line. Courtesy Cameron Can Machinery Co.

Although the canning industry, and with it the consumption of tin plate, gradually rose to great importance in the 19th century, practically no tin plate was produced in this country until 1891. Once established, due to tariff protection, growth of the United States tin plate industry was rapid, and by 1911 imports had practically ceased and exports became important. Exported tin plate is a factor in keeping production high, and indirectly, in keeping the cost of tin cans low. The value of exported tin plate in 1937 amounted to about 38 million dollars or far more than for any other exported finished iron or steel product.

Steel for Tin Plate

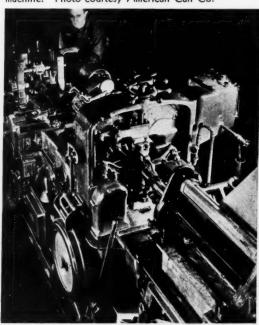
The basic material for making containers for the canning industry is low carbon, annealed sheet steel. This is rolled as thin as practical to give requisite strength—normally to 31 or 32 gauge or about 0.010 in. thickness. Since this material must take severe punishment in seaming the cans, ductility is of great importance. Within recent years, also, there has been a growing realization of the importance of steel composition on resistance of the tin plate to corrosion in various food materials. More care is needed in making steel for tin plate than most metallurgists realize. Figs. 1 and 2 show the drastic bending which the tin plate undergoes in seaming ends and forming side seams.

Until the last 10 or 12 years steel sheet for tin plate was rolled hot by "pack rolling." Sheet bars about 8 in. wide, 30 in. long and 0.5 in. thick, were rolled hot through two-high or three-high rolls (both crosswise

and lengthwise). By properly matching two sheets, doubling as they were rolled thinner, and eventually re-doubling into a pack of eight-sheet thickness, with necessary re-heating, the bars were reduced to tin thickness. This involved a great deal of arduous physical labor. Limitations were also set upon the metal composition as the presence of some metalloids, particularly phosphorus, was desired to keep the sheets from sticking.

With the rapid adoption of continuous cold rolling of

4. The automatic body making and soldering machine. Photo courtesy American Can Co.



steel into strip during the past decade, more and more tin plate has been made in continuous mills. Many of these are huge five stand tandem mills, although some single stand reversing mills are used for the same purpose. Installations of this nature are expensive but usually justified by the saving in labor and because of the demand for the cold rolled product.

There is still some controversy over the relative merits of pack rolled and cold reduced steel for tin plate. It was soon recognized that tin plate from the cold reduced strip was much more ductile than the pack rolled product. Manufacturers of screw caps, closures and stamped cans, where ductility is at a premium, greeted the new material as the greatest advancement for can making since open hearth steel superseded Bessemer steel for this purpose. Tests on corrosion resistance of tin plate to certain food products also showed marked advantages in favor of the cold reduced material. Improvements have been made in producing pack rolled tin plate under stress of this competition, however, and the original differences are probably not as marked now.

Most of the tin plate produced in the United States still comes from tin mills using the pack rolling method. Over 90 per cent of these in operation have been modernized, such as by adding automatic conveyors, automatic furnaces, mechanical feeders and catcher tables and installations of three-high stands. They are particularly efficient for handling small orders because of their flexibility of operation. The tendency is strongly in favor of cold reduced tin plate, however. About 40 per cent of the total tin plate producing capacity is now in cold rolling mills and the trend will probably continue. Importance of this to the can maker, and indirectly to the canner, is not only that a more desirable raw material has been made available but that tin plate may soon be used in the form of strip rather than as individual sheets

with possibilities of thus producing even further manufacturing economies.

Over 99 per cent of the tin plate made is coke plate, of which by far the greatest amount is standard. Charcoal plate is used to some extent in making tinned equipment for the canning industry but not for containers.

Tin plate is tested for thickness of coating, porosity, and physical properties, particularly for ductility. The tin content may be determined by complete chemical analysis or by known quick methods whereby the coating only is dissolved and the loss in weight measured or by a magnetic method. It is possible, also, to remove only the pure tin coating and leave the inner tin-iron alloy layer. Aside from the usual tensile, superficial hardness and Olsen or Erickson cup tests, a bend test has been developed which is excellent for determining behavior in can making. In some plants the porosity of tin plate is measured by the volume of hydrogen evolved when a sample is heated in dilute hydrochloric acid for two hours at 125 degs. F.

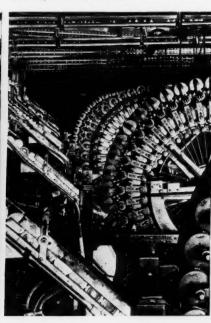
Many attempts have been made to eliminate porosity, that is, the pin holes always present to some extent in normal commercial tin plate. None have been successful for practical application. Even though no pin holes may appear on the flat sheet, the base metal is usually exposed at a few points after drastic bending, as in seaming cans. This applies to electro-deposited as well as to hot-dipped tin plate. In reality the need for eliminating all pin holes is not as great as commonly assumed. Under the conditions existing in nearly all properly processed canned foods, there is no serious localized corrosion attack at these points.

Although tin is a relatively expensive metal, averaging about 50¢ per lb. in recent years, the coating on tin plate is so thin that a little goes a long way. Contrary to the usual assumption that the cost (Continued on page 90)

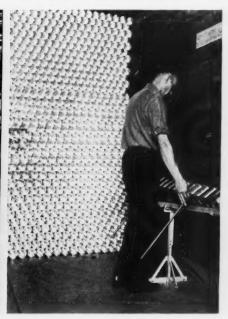
5. Close-up view of stamping and curling can ends operation.



6. Automatic air testers. Courtesy American Can Co.



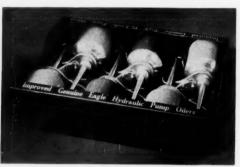
7. Stocking empty cans for shipment. Courtesy National Can Corp.





The unit is of simple "foolproof" construction and provides full visibility for the unique oilers from almost any angle.

In shipment, the Rainbow display folds flat, providing ample space for its full complement of hydraulic oil containers.



INCREASED VISIBILITY INCREASES SALES

and Eagle hydraulic pump oilers now automatically earn preferred counter position

The Eagle Manufacturing Co. has a good product. Its Rainbow hydraulic pump oilers are attractive in appearance and provide conveniences in use that would earn them a fine volume of sales under almost any circumstances. Yet the company has, for some time, been confronted with the problem of shipping and displaying its merchandise in a more effective manner—a problem only recently solved by an ingenious shipper-display which has reduced the counter area necessary for display purposes by fully one-third. As a natural by-product of this reduction in space requirements, distributor and dealer acceptance of the most gratifying and widespread sort has been experienced.

The company formerly shipped six oilers in a set-up box with a hinged lid which opened to form a background when used as a display. Dealers were provided with a stepped platform, for insertion into the box, which converted it from a shipping container into a display in which the cans stood in upright position.

This unit had a number of serious drawbacks, being essentially a makeshift device. It required quite a deal

of time and attention on the part of the dealer for conversion from shipping and storage container to display. It occupied a comparatively large counter area. It required that the dealer unwrap each oiler and it provided limited visibility for the product and sales message.

The new sales-maker display was planned to eliminate all of these inconveniences. The unit consists of stapled black cardboard, printed in one color and so formed as to permit of instantaneous erection in upright position, three cans in the front and three cans in the rear section of the unit. The central wall formed by the folding of the display serves as a support for a die-cut multi-color display card, printed on both sides and thus affording full display visibility even when the unit is used on an island counter.

The new unit—which automatically insures proper positioning of the merchandise on display and which reduces space requirements by one-third—has produced a marked reduction in shipping costs while, at the same time, achieving a very measurable increase in the number of displays utilized.

PACKAGING SMALL ARTICLES

by Frank Mayoh

Many of the most ingenious packaging mechanisms have been developed in response to the needs of manufacturers of small unit—small profit items.

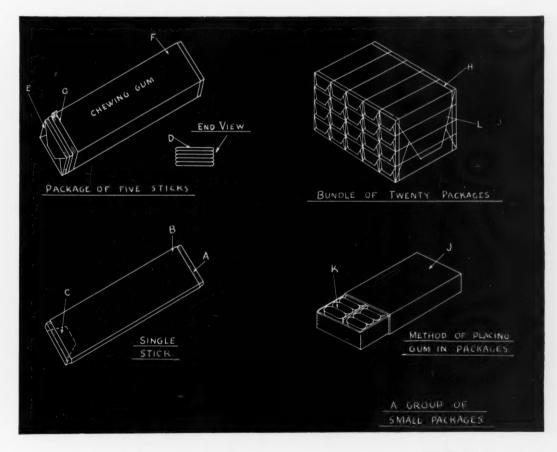
Small packages which retail cheaply have to be made up on a price basis and must of necessity be handled very fast to hold the wrapping or cartoning cost to a minimum.

In the lower left hand corner of Fig. 1, is shown a single stick of chewing gum while in the upper left hand corner is shown a bundle of five sticks. Each individual stick of gum, as shown at A, is completely wrapped and then has a band B placed around it. The various folds are made and the final end lap is tucked under the gum, as indicated at C, before the outer band is put around the same, each end having a similar lap. Five of these gum sticks are then arranged together in the manner shown at D, making a bundle which is completely wrapped so that it has the appearance indicated at E, in the upper view, after wrapping. The five sticks as bundled then

have a band F placed around them. As an additional feature, in some cases, a tear slip as shown at G is incorporated in the package design so that the wrapper may be easily removed. Various wrapping combinations are used in this gum package assembly, some packages being wax wrapped and heat sealed, while others are wrapped in foil and cellophane.

For display purposes and convenience in handling, several packages of gum are sometimes bundled together and wrapped in cellophane as shown in the upper right hand view. This bundle consists of four rows, having five gum packages in each row, making twenty units in all. Bundles of this general type, instead of being wrapped in cellophane, are often inserted mechanically into a carton. A functional diagram of a machine used for this purpose is diagrammatically illustrated in Fig. 6.

1. Various stages in the development of chewing gum packages.



A departure from the afore-described procedure is to have several individual units in the nature of tablets placed in a small box or carton, one assembly of which appears as shown in the lower right hand corner at J, with the tablets in two rows indicated at K.

Confining ourselves to apparatus suitable to the packaging of this general type of goods leads us into a veritable maze of mechanical ingenuity. A drawing showing a general arrangement of units used for wrapping five sticks of gum and bundling the same is shown by the diagram in Fig. 2.

The sequence of operations performed is to be considered as operating from right to left on the drawing. A magazine at A is loaded with the individual sticks of gum, one of which is shown at B coming out from the lower end of the magazine. A pusher at C carries this stick of gum into a notch D in a tumble wheel type of mechanism E. In doing this the stick of gum carries a sheet of paper F and a label with it. The sheet of paper and label are thus wrapped part way around the stick as shown at P in the upper part of the drawing. The tumble wheel then revolves in the direction of the arrow G until it reaches the position H, two indexings of the tumble wheel being necessary to accomplish this, 90 deg. being the movement at each operating sequence of the machine. The package would appear as shown at

2. Mechanism for wrapping single sticks and rewrapping into individual bundles of five.

FIRST WHAPPING
STEP ON SINGLE
STEP

STER

BEFORE MAKING
FINAL FOLOS.

R

GENERAL ARRANGEMENT
OF COMBINED MACHINE.

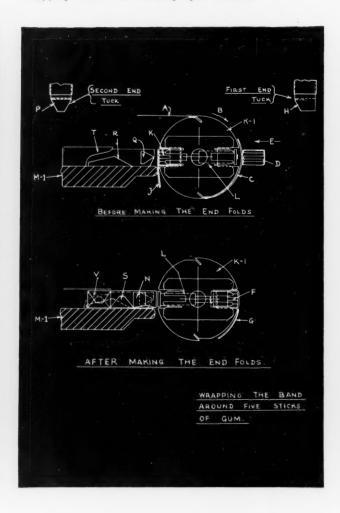
J at this time, although it is turned over during the course of this operation.

The sheet is shown as it forms around the package. Fed from the lower end of magazine K is the label L. When this has reached the position M, it unites with the vertically disposed sheet of wrapping material F and is folded simultaneously around the gum, the relative positions of the sheet and label being approximately as shown in the upper views at P and J. Label feed rolls are shown at X-1. The gum, with the band around it, next enters a folding box N. This folding box N contains all the mechanism necessary to complete the end folds around the package and to take care of sealing of the longitudinal seam so that the individual stick of gum would appear as shown in Fig. 1.

Prior to the stick of gum entering the last band folding position, the end folds indicated at Q-1 have been lapped under by a mechanism which has not been shown, the object being to indicate the wrapping sequence rather than the detailed mechanism.

Referring again to Fig. 2, there is a stacker mechanism indicated at Q. This builds up the individual sticks, as they come along, into units of five as shown at D in Fig. 1. Before describing the wrapping of the five sticks, it should be noted that the material for wrapping the individual sticks is unwound from a reel at R, after

3. Details showing final operations of the bundle wrapping section of chewing gum machine.



AUTOMATIC ALL-AROUND LABELING FOR RECTANGULAR CONTAINERS



A REAL

Profit Opportunity

Diagrammed above is Pneumatic's method of automatically labeling any of the various types of rectangular cans or canisters pictured at the right. Three different machine models are built by Pneumatic for this type of work. One of these hi-speed units may show you the way to worthwhile savings. Consider these definite profit opportunities:—

- 1. Complete adhesive coverage (not strip gluing) insures a secure bond between label and container.
- Light, uniform, easily controlled, glue film means practically a dry labeling job without wrinkles or blisters in labels.
- 3. Attractively labeled containers at a much lower cost than for lithographed cans.
- 4. Ready adjustability on the Spice Can Labeler makes it an ideal unit for private brand work on several sizes.
- 5. Fully automatic operation at speeds of 55 to 65 per minute.

Ideal too, for ovals or rounds where you need 100% adhesive coverage and high quality labeling. Pneumatic All-Around Labelers are being used by such leaders as Hershey, Swift, Armour, Walter Baker, Thomson Taylor and others. Let us submit a complete proposal on the right labeler for your rectangular can work.





PNEUMATIC SCALE CORPORATION, LTD.

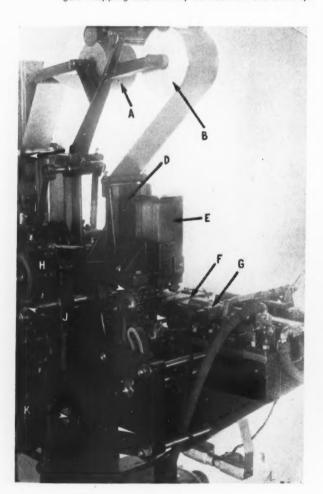
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires

LOWER COST PER CONTAINER

which it passes over an idle roll S. It is then fed down by two rolls T and past a knife at V where it is cut off so that it may be wrapped around the individual stick of gum. Another strip of wrapping material from the reel W is likewise fed into position over an idle roll X by means of feed rolls Y. The sheet of wrapping material is cut off by a suitable knife at Z and the wrapping material A-1 is then formed around the five sticks of gum as they are fed into the position B-1 of tumble wheel C-1, this being the receiving unit for the bundle of gum. The tumble wheel next indexes through 180 deg. until the gum reaches the position D-1, after which it is fed through a folding chamber at E-1 where the final sheet wrap is made around the package longitudinally. A magazine at F-1 contains labels for wrapping around the five sticks of gum. One of the labels is shown being fed out at G-1 where a suitable gripping mechanism carries it around, as shown by the arrows H-1, until it reaches the position J-1. The package is then pushed with the label into the tumble wheel K-1 which indexes and brings the package to the position L-1. Suitable mechanism pushes the bundle from the tumble wheel into the final folding box, shown as M-1, where the longitudinal seam is sealed to complete the label wrap around the package. The end seals are also made at this time in the manner shown by Fig. 3.

4. Some idea of the complexity of the mechanism of gum wrapping machine may be had from this close-up.



As a detailed mechanism for performing all these various functions is quite complicated, no attempt is made to illustrate it all in detail. However, supplementing this general arrangement, and referring to Fig. 3, a somewhat clearer idea of the means employed for wrapping the bundle of five sticks is given, while a glance at Fig. 4 will readily convey the complexity of the mechanism used for this purpose. The photo shows only one corner of a single adaptation of this complex wrapping machine.

Referring to Fig. 3, two views of the third tumble wheel K-1 are shown, also the folding box M-1. After the label is taken from the magazine F-1 and is fed around into the position G-1, Fig. 2, it is taken hold of by a gripping mechanism in the tumble wheel K-1, which holds the label in the position indicated at A, Fig. 3. The tumble wheel then indexes in the direction B bringing the label to the position at C. The package of gum shown at D is then fed in the direction of the arrow E as it comes out of the chamber box E-1 as indicated in Fig. 2.

As this takes place, the label is released by the gripping mechanism and the package enters the jaws of the tumble wheel so that it appears as shown at F in the lower view. A partial wrap-around of the label is made so that one end appears as shown at G. At the same time, at both ends of the package, a first tuck is made so that looking down on top of the package the ends would appear as in the small view at H. The tumble wheel is again indexed in the direction of the arrow B which action lays the lap of the band so that it appears as shown at J, (upper view) the package having assumed the position K in the upper view. A plunger L, so indicated in both views, then pushes the package out of the tumble wheel so that it enters the forming chamber of M-1 at the first position N, lower view. This lays the band completely around the package and makes both end tucks so that the package appears as shown at P in the upper left hand view. Triangular shape folders, as indicated at Q, are provided at both sides of the forming chamber to make these end tucks.

Operating continuously, this sequence is repeated on all packages and as each package is pushed into the forming chamber of M-1, the preceding package is advanced one station so that first the two bottom folds are plowed up by the bevel surface R at both ends of the forming chamber. Thus the package appears as shown at S, while during the next sequence the top folds at the end are plowed down by the formers T so that the package appears as indicated at V.

The sequence of operations afore-described calls for the use of three tumble boxes within the machine and illustrates a process whereby each stick of gum is individually wrapped and is then banded. It also shows that five sticks are bundled together and then completely wrapped and banded. Another application in packaging calls for the use of a fourth tumble wheel. When this is employed the entire bundle, as wrapped and banded, is completely enclosed in a transparent wrapper by said fourth tumble wheel.

SPEED 30 to 90 PER MINUTE!



Packomatic Volumetric Eight-Pocket Filler
For Free Flowing Products
Automatic Trip. No Operator Required
—90 per minute



Packomatic Volumetric Four-Pocket Filler
For Free Flowing Products
Easily Adjusted For Weights
Speed 60 per minute

For Many Products

"The Packomatic Way" is being used by hundreds of nationally known manufacturers who have weighing and filling production problems to battle.

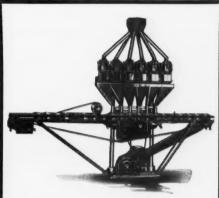
Both large and small packers find in Packomatic machines the answer to high speed, economical and efficient handling.

There is a Packomatic Weigher or Filler especially designed for your problem. We will be glad to furnish complete details upon request without obligating you in any way.

- REPRESENTED -

NEW YORK - CHICAGO
CLEVELAND - BOSTON
ST. LOUIS - DENVER
NEW ORLEANS - SEATTLE

SAN FRANCISCO LOS ANGELES



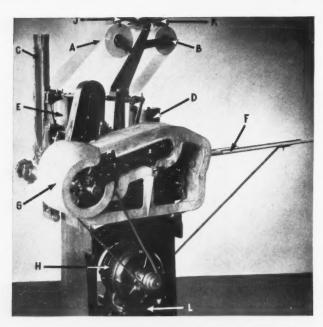
Packomatic Six-in-Line Automatic Net Weigher Equalizing Feed Spouts and Settling Device No Operators Required Speed up to 60 per minute



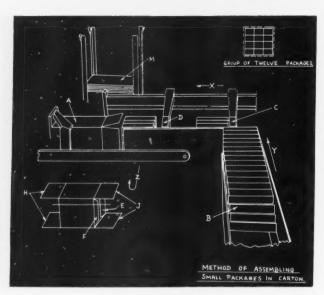
Packomatic Two-Unit Bulk and Dribble Feed Net Weigher For Semi-Free Flowing Products One Operator Required Speed up to 30 per minute

PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Your Problem Will Receive Careful, Confidential Consideration



5. Rear view of gum wrapping machine.



6. Diagram of group cartoning mechanism.

While it would be impractical to attempt to describe the complex mechanism shown by Fig. 4, certain features common to this illustration, and the general description preceding, are the two rolls of wrapping material A and B which pass through the feeding mechanisms C and D. A label mechanism is shown at E and a folding box is indicated at F. At G is shown part of the sealing arrangement, the particular illustration being of a machine adapted for wax sealing.

A chain drive mechanism, shown at H, is used in connection with the package transport. Part of the gear drive at the rear of the machine is visible at J. The frame indicated at K is an extension to carry an elaboration of the mechanism incidental to one construction of the machine.

An interesting photo, showing part of the mechanism at the rear of this machine with the method of guarding plainly visible, is shown in Fig. 5. The upper wrapping

material rolls are indicated at A and B with a braking arm for each at J and K. A gum magazine is shown at C, while a label magazine, as used for the five stick wrapping, is visible at D with another at E for the single stick wrapping. A discharge plate, with packages of gum thereon, is indicated at F, while the guard over the major portion of the gearing at the rear of the machine is brought out in bold relief at G. The machines are individually driven by the motor H, supported at L on a suitable bracket.

In the preceding descriptions we have seen how an individual stick of gum is wrapped and how five sticks are bundled together to make a package for retail sale. In the upper right hand corner of Fig. 1, a bundle of twenty packages of gum is shown. These twenty packages are wrapped in cellophane, the end folds of the wrapping being visible at L. Other combinations provide for the placing in boxes of packages that are prearranged in bundle form.

In Fig. 6 is shown a method used for placing, automatically, several packages into an open carton. The particular group being handled at this time is shown in the upper right hand corner of the illustration where it is seen that three rows of packages, four high, making twelve in all, are handled. These packages are placed in the carton at A, each row riding on the top of the other along a conveying line at B. After the individual packages are completely wrapped, they travel in the direction Y. The right angle slide mechanism at C picks off a bundle of twelve packages from the end of the line and slides them in the direction of the arrow X, thus advancing them one station. After this, another plunger D takes hold and advances them so that they enter the carton A which has been opened to receive them. This carton-advancing mechanism acts with a reciprocating and rising movement so that it clears the packages as it travels backward and gets down behind the group of twelve packages and then advances them.

The actual cartoning operation, of which A is one station, is handled in a rotating wheel which revolves as indicated by the arrow Z. Flat cartons are taken from the bottom of the magazine M by a mechanism which picks one off. The cartons are then opened and are fed into a jaw of the receiving wheel which then indexes to another station A. During this operation, part of the folding is done at the left end of the carton, the particular function performed being to fold the inner flaps which thereby act as a stop for the packages as they are pushed into position as previously described. When the indexing wheel revolves to the next station the two inner flaps at the right, indicated as E and F, are folded in. Suitable mechanism then closes the carton at both ends by folding down the four flaps H and J, an adhesive being placed on the outside of the third flap for sealing purposes.

With the advent of the tougher grades of transparent wrapping materials, the need for a tearing strip for easily opening certain types of packages has become evident. In the handling of some brands of gum, paper products and other fancy articles, provision has been made therefore by the use of various forms of tabs or tear off

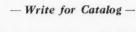


Lowered Labeling Costs mean Increased PROFIT\$..

ASK us, how much you can reduce production costs by labeling with the PONY LABELRITE

You may want perfect register, positive glue control, and elimination of the "bottle-wiping" expense—and you'll get all of these advantages with the PONY—but the important part of equipment these days is "dollar saving ability."

And Pony Labelrite does ALL of these things—and MORE!





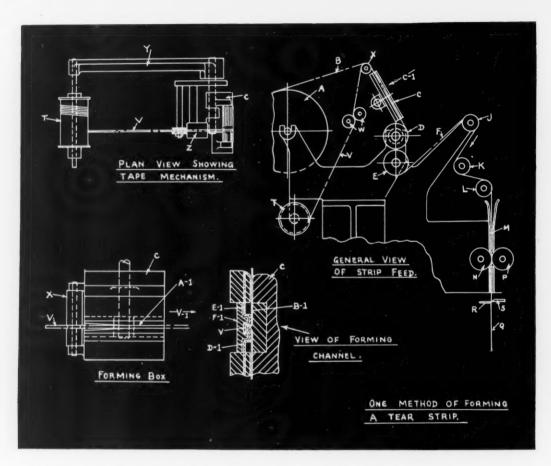
NEW JERSEY MACHINE CORPORATION

1600 Willow Avenue

Hoboken, N. J.

Chicago Office: 549 W. Washington Blvd.

Sales Representatives in Sixteen Cities



7. Diagram shows details of mechanism for forming tear strip on chewing gum and similar packages.

constructions. Some of these merely consist of leaving one end of the cellophane slightly loose or overhanging the edge of the package.

A method of embodying the tearing strip directly into the wrapping is shown by the drawing Fig. 7, where a narrow tearing strip is folded in an overlapping manner into the transparent wrapping material. The continuous strip is being fed into the machine before each individual sheet is cut off.

In the illustration a roll of wide wrapping material is indicated at A, which passes along the line B, through the strip forming box C, around a pair of feed and pressure rolls D and E, through the path F and over the idler rolls J, K and L. The continuous strip then passes through guide members at M and is caused to feed downward by the continuous feed rolls N and P, until the wrapping strip hangs down at Q, where it is cut off by the shearing blades R and S, after which the strip Q is immediately fed into the wrapping machine for the purpose of wrapping the package.

With the exception of the strip forming box C and the feed rolls D and E, all of this is regular wrapping machine procedure. However, in addition there is a roll of very narrow strip material at T which feeds along the line V, through rolls W, until it unites, as it passes over the roll X, with the wide strip of wrapping material. When the narrow strip passes through rolls W a solvent or adhesive is applied to the strip so that it will attach itself to the wide strip of wrapping material as it comes in

contact therewith, thus firmly uniting the two strips.

In the plan view, similar numbers have been used to indicate the narrow strip. Here the roll of material is indicated at T and the strip at V is shown being guided down into the folding box indicated at C, there being a supporting bracket at Y for the entire mechanism, while at Z is shown the adhesive tank.

The two views in the lower left hand corner of Fig. 7 show the construction of the strip forming box C, the view at the left under the caption "Forming Box" being a view drawn in the direction C-1 of the general assembly. The tearing strip indicated at V, after passing over the roll X, travels in the direction V-1 and through a forming channel A-1. An enlarged view of the forming channel is shown in section at the right, where the strip V is shown as attached to the wrapping material B-1. In passing through the forming box, the wrapping material, in a tapering manner, is progressively formed around both plates D-1 and E-1 so that the wrapping material curls completely around the tearing strip V where it is flattened down and retained in place by the top plate F-1. An additional flattening takes place as the strip passes through the feed rolls. When wrapped around the package this forms a very efficient all the way around, easy opening device.

It will be apparent from the previous descriptions that in the handling of small articles an almost inexhaustible degree of mechanical ingenuity can be employed. Another good illustration of this, which we will conJENNY LIND PANCAKE FLOUR INANEW DRESS

It's an S & S Tight-Wrapped Package

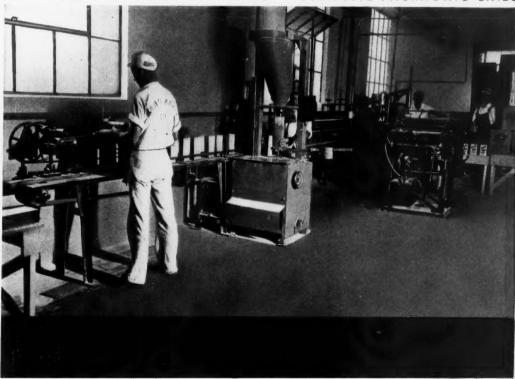
SCHULTZ-BAUJAN & CO. of Beardstown, III., is one more company to join the ranks of those who package their products on complete Stokes & Smith Packaging Lines.

Jenny Lind Pancake Flour is speedily and accurately filled into plain unprinted cartons on an S&S Filling Machine. These cartons are closed and sealed, top and bottom, on the S&S Carton Sealer. Conveyors then carry them to the S&S Tight-Wrapper where they are quickly wrapped and sealed with varnished wrappers.

The result is a package sealed against dust and weevil—a package that is non-sifting and remarkably resistant to air and moisture. Equally as important is the fact that the fine appearance of the Jenny Lind Packages gives them first choice over competitive packages at the point of sale. Write for detailed information.



FILLING MACHINES . CARTON FILLING AND SEALING MACHINES . BAG AND ENVELOPE FILLERS AND SEALERS . TIGHT-WRAPPING MACHINES . COMPLETE PACKAGING LINES







sider in diagrammatic form, is the means of handling small articles such as chiclets or tablets, particularly when they are to be packaged in some regular form rather than being just dumped into a carton. The lower right hand corner of Fig. 1 shows one such package with the tablets neatly arranged therein. No attempt is made here to show a complete machine for doing this, but an idea is given of how mechanisms are used in arranging tablets in regular sequence for packaging.

Reference is made to Fig. 8 so that one may readily grasp the general practice. The machine operator dumps the articles into a hopper which might be of the agitating type or one having a rotating pick-up wheel. This pick-up wheel is diagrammatically indicated at A. From the pick-up wheel the tablets enter any one of the channels shown at C, ten arranging channels being indicated at C in this particular instance. Therefore we can presume, for the purpose of illustration, that ten tablets are to be delivered into each package. The ten lines C are delivering at the lower end into a conveying chain with pockets at D. This chain travels in the direction of the arrow E and the arrangement is such that each line C deposits one tablet in each pocket of the conveyor. First one tablet is placed in the pocket at F, then the next channel deposits a tablet as soon as the conveyor pocket passes under each channel. A supporting frame for the entire mechanism is shown at G.

In connection with Fig. 8, reference is made to the various views in Fig. 9, which generally pertain to the ten channels of the magazine B and the conveyor pockets D in their relation to the assembly of the tablets. The

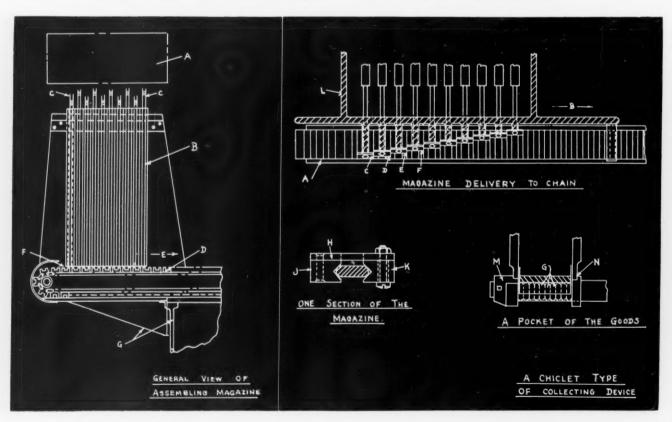
assembling conveyor is indicated at A, traveling in the direction B. Channel C is shown delivering one tablet into the first loading pocket of the conveyor. As the conveyor travels under the next channel, D, another tablet is deposited in place and likewise another tablet is deposited successively along the line in each one of the ten channels shown, the third tablet being placed at E, the fourth at F and likewise all along the line. Therefore a view looking down from the top at the right hand end of the conveyor would show the ten tablets as finally arranged and indicated at G.

Constructionally each channel consists of a back plate, as shown in the lower left hand view of Fig. 9 and indicated at H, a vee side plate J and an adjustable vee side plate K. Each channel is supported on the frame structure L at the required distance from the frame so that the tablets will drop into the correct position. Each group of tablets, as shown in the lower right hand view at G, travels along with the chain conveyor (the sides of which are indicated at M and N) to a delivery station, where the arranged tablets are picked out of the conveyor and are wrapped or boxed in a single line or in a double line as required.

Another arranging mechanism used in connection with the filling of a small box of tablets is shown by Fig. 10. Prior to the tablets entering this mechanism they are tumbled by a selecting wheel so that they are delivered into channels in a manner similar to that shown by Fig. 8 except that no conveyors are employed at the lower end of the channels. For our purpose we can consider that there is one of the channels shown (Continued on page 92)

8. Assembling mechanism used for gathering multiple units to be formed into a single package.

9. Construction details incidental to assembling the units into individual packages.



ALE WOLLE GRAVURE?

IF YOU PRINT LABELS. The new CHAMPLAIN Gravure Press will not only produce multicolor labels of the highest quality but also fabricate the printed web and deliver the labels cut to size and ready for use in subsequent packaging operations. It will handle engravings with any circumference between 20" and 40" and will deliver sheets from 10" x 12" up to 42" x 80".

IF YOU PRINT CARTONS. The new CHAMPLAIN Gravure Press will print on any kind of board in the roll, die-cutting the printed web and delivering the carton blank completely finished at the delivery end of the press.

IF YOU PRINT BAGS. The new CHAMPLAIN Gravure Press is ideally suited to the requirements of bag printers. The printed web, in roll form, can be used in bag forming machines equipped with the CHAMPLAIN Photoelectric Cell Register Control.

IF YOU PRINT WAXED PAPER. The new CHAMPLAIN Gravure Press will reproduce the most detailed designs at web speeds of 350 to 500 feet per minute, rewinding the printed web in the correct width for use in wrapping machines or sheeting it as desired. The press will print on tissue, glassine, foil, parchment, etc., in the roll.

IF YOU PRINT SPECIALTIES. The new CHAMPLAIN Gravure Press is an ideal press for the specialty printer, for the production of fancy and decorative papers, magazine covers, paper containers, etc. All CHAMPLAIN Presses may be equipped with fabricating units which will perform such operations as slitting, sheeting, punching, numbering, perforating, etc., on the printed web and delivering the finished piece ready for use.

The new CHAMPLAIN Gravure Press is the most flexible rotary press ever built, allowing the printer to change over completely from one job to another with about one half hour per color change. A change of size involves only a change of plates. No other costs are incurred. Plate makeready is entirely eliminated.

Find out how closely this press meets your requirements. Send for your copy of the new CHAMPLAIN Gravure booklet. Use the coupon below.

Chambon Corporation also builds high speed automatic rotary printing machines to print by letterpress and dry offset. Details on request.

ight) A Champlain wure Press in opera-n. (Below) Package nting produced on Champlain Gravure CHAMBON CORPORATION Garfield, N. J. Gentlemen: Please send us a copy of the new CHAM-PLAIN GRAVURE booklet.

(Right) Gravure

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY METHODS AND SUPPLIES

NEW GRAVURE PRINTING PRESS

A new gravure printing press has been announced by Chambon Corp. The machine, it is claimed, in addition to producing the finest quality of multi-color printing at high speeds, combines a number of fabricating operations into a single continuous train of output. It is particularly suited to the production of printed, diecut carton blanks. A roll of board fed into the press at one end emerges at the other end in the form of completely finished carton blanks, complete, if desired, to a transparent cellulose window. Separate units, mounted in a horizontal line on the same bed, perform practically any desired fabricating operation on the printed web and deliver the blanks in counted stacks ready for use in subsequent packaging operations.

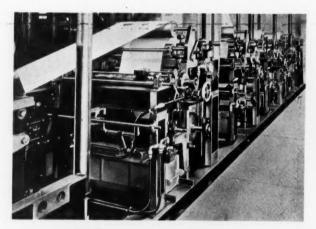
Three series or types of the new pressure available. Series O has a circumferential range of from 12 to 25 in. and a web printing width of 10, 14 or 18 in. Series P has a circumferential range of from 15 to 34 in. and a web printing width of 22, 26 or 30 in. Series Q has a circumferential range of from 20 to 40 in. and a web printing width of 34, 38 or 42 in. The circumferential range figures indicate that cylinders of any circumference within the range may be used. Such printing cylinders are reported to be relatively inexpensive and thus to contribute to the low cost per thousand impressions. The inks used are of the new fast drying types, drying completely in a matter of seconds and thus making possible the faster web speeds which characterize the machine. Makeready, it is claimed, is completely eliminated on this press and the machine can be used to print a large variety of sizes and to print on all kinds of paper. All parts of the press can be reached easily by the operator for adjustment and cleaning.

Each printing unit is equipped with a self-equalizing hydraulic press control with which uniform and extremely high pressures can be obtained. Each unit has a dial to show pressures per linear inch of contact between impression cylinder and engraving. The control permits pressures up to 600 lbs. per linear inch. Running register controls are centralized in a single panel, electrically operated and are designed to coordinate with the photo-electric visual device which advises the operator of any discrepancy in register. Correction can thus, it is claimed, be made instantly, without disrupting the top speed of the press.

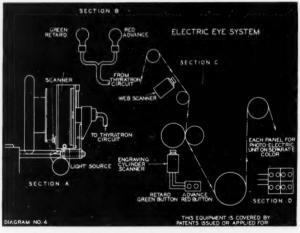
Diagram shows the mechanics of the photo-electric register indicator incorporated in the press. Section

C is an over-all diagram of a single printing unit. Section B shows the lights which indicate to the operator in which direction his unit is out of register. Section A is a detail of the cell which scans the target on the engraving cylinder shaft.

The press may be equipped, of course, with re-winding or sheeting units if desired. However, when used in making window cartons, a die-cutting unit is incorporated in the machine.



Chambon Corp. gravure printing press.

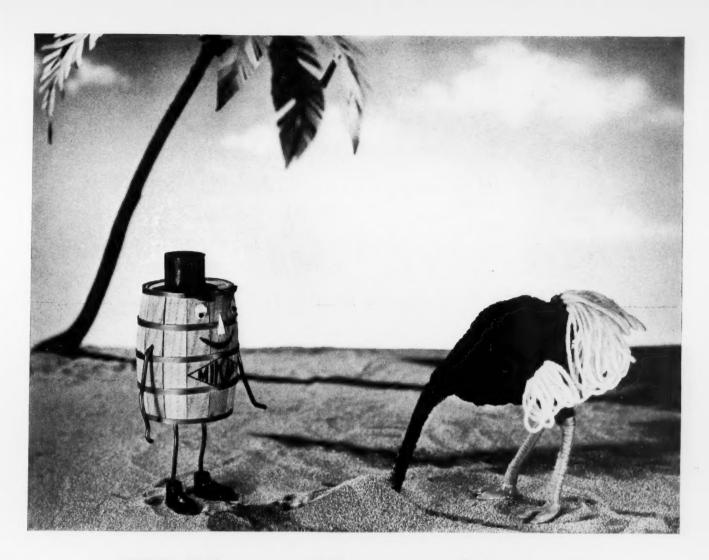


Mechanics of the photo-electric register indicator.

NOVEL MOTION MECHANISMS

The C. D. Wood Electric Co. has introduced a group of motion display devices achieving novel effects and designed to attract the passerby with a mystery appeal.

Two of these units utilize simulation of perpetual motion. In one, a bouncing bottle—or any other unit of



Hiding Your Head in the Sand

—seems like a foolish idea, yet it's done every day. Consider, for example, the buyer who buys glue on *price alone!*

The reputation of Mikah Glues has been built solely on a *quality* basis.

NATIONAL ADHESIVES CORPORATION

NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities









1. Within a housing of metal, wood or lithographed cardboard, a bottle, shoe, watch, cut-out character or die-cut trade mark bounce up and down without apparent motivating force. Suspended by spring or rubber, the bottle is intermittently drawn out toward the base by magnetic action. 2. Alternating clockwise and counter clockwise motion is transmitted by magnetic action to the suspended plate upon which products or die-cut cut-outs may be placed.

3. The vibration transmitted through a glass rod to a horizontal glass plate causes the outer die-cut paper ring to move counter clockwise while the inner ring revolves in clockwise motion.

4. A waltzing effect is achieved for characters, packages, trade mark cut-outs or any other unit of merchandise placed on the plate resting above this magnet-equipped chromium base.

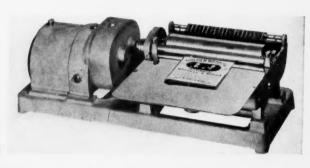
merchandise—bobs up and down to catch the eye with the vigor of its motion. In another, a group of products are placed upon a tray suspended from a canopy by wire and revolve first clockwise and then counter clockwise without visible actuating mechanisms. In both cases, magnetic action is utilized to secure the motion. Current from ordinary lighting circuits or from batteries is utilized to achieve either regular or erratic motion.

Another device, known as the "magic plate," utilizes a plate glass sheet, mounted on a glass rod which extends downward to a vibrating motor. Vibration sweeps up the rod to actuate the glass plate and causes lithographed units, supported on the plate on bent wires, to move. This display, it is claimed, can carry and move objects weighing up to 2 lbs.

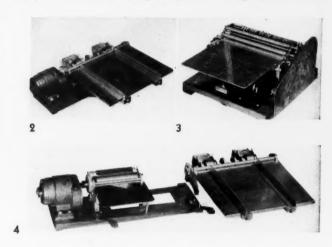
In still another type of unit, trade mark characters in cut-out form or actual product samples are caused to waltz around a chromium base, a magnetic motivating power again being hidden from view within the base.

LABEL GUMMING MACHINES

The U. S. Bottlers Machinery Co. has devised a complete new line of label gumming machines designed to meet a varied series of user requirements and embodying a number of new features not heretofore found in machines of this type. These Peerless label gummers are illustrated and described below.



1. Peerless Model F6. An all-over label gummer, furnished with a 6-in. glue roll; also available with a 9-in. glue roll (Model F9). This unit will, it is claimed, correctly apply glue to any length of label up to and including 6-in. widths, although a recommended maximum width is 5 ³/₄ in. The Model F9 has a capacity up to 9 in. in width. It is driven by a fully enclosed gear head motor, without pulleys or belts, the motor being attached to the base of the machine and equipped with a quick detachable coupling on the drive shaft for driving the glue roller. The glue pot is easily removed from the "bosses" on the base for washing. The glue roller is set deep in the glue reservoir, permitting pick-up of adhesive even when the reservoir is at low level. The glue coating, it is claimed, is very accurately controlled. Glue rollers are of brass, with bronze bushings. Oil cups insure sufficient lubrication. The gummer is furnished complete with cord and plug for operation on light socket service.



- **2.** Peerless Model A. An all-over label or sheet gummer for handling very large labels. Equipped with a 3-in. diameter brass glue roll, $12^1/4$ in. long, it can handle labels and sheets up to and including 12 in. in width and of any normal length. The machine is available on special order with longer glue rolls. A 1/20 hp motor activates the glue roll through an endless round leather belt. Pressure rolls are adjustable to keep the labels or sheets close up to the glue roll, insuring an even coating of the glue over the entire surface of the label. Other specifications are similar to the Model F.
- 3. The Model M9 label gummer, available in two sizes, is designed to apply adhesive to label margins or to the edges of sheets and can handle all sizes up to 9 in. in length. A model M12 is also available and capable of marginal gluing of sheets up to 12 in. in length. The unit utilizes two glue reservoirs and two glue rolls coupled to a single drive shaft and thus working in complete synchronization.
- **4.** The Peerless Model MF is a combination unit embodying the features of both the Model F and the Model M. It consists essentially of a specially designed base, motor and drive, with two gluing units which are capable of performing, respectively, the functions of the Model F and Model M gluers. Thus either may be used. The unit is adaptable where labeling requirements are varied.



VERSATILE

is the only word that even approaches a description of the performance of the Brightwood and National machines. The packages above are but a small portion of the vast array of items made, weighed, filled, sealed or wrapped on U. S. and National machines. Send for our complete catalogs or state your problem.

Write U. S. Automatic Box Machinery Company, Inc., 459 Watertown Street, Newtonville, Boston, Mass.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

NATIONAL PACKAGING MACHINERY CO.

459 Watertown Street, Newtonville, Mass.

Branch Offices

NEW YORK . CLEVELAND . CHICAGO . LOS ANGELES . LONDON ENGLAND



A new line of bottles, designed for men's toiletries, has been introduced by the Hazel-Atlas Glass Co., to be known as "Mascu-Line" bottles. Simple and tailored in design, they fit compactly in bathroom cabinets or traveling kits. The vertical, ribbed design effectively eliminates slipping from wet hands and the bottles are available in either a regular or sprinkler finish, in 2-, 3-, 6-, and 8-oz. sizes. The label space is of adequate size to handle any reasonable label and a variety of label shapes can be used. The bottles' straight sides and low gravity center prevent upsets on the filling line.

TEXTILE TUBING

Bemis Bro. Bag Co. has announced a new form of protective wrap designed to fit all sizes of rectangular and cylindrical shipments. Known as "Tite-Fit" tubing, the material is a ready-made textile tubing so designed as to permit its expansion and contraction to exactly fit packages of varying sizes. The tubing is available in roll form and thus may be cut to any desired length.

It is claimed that a 40-in. tube will closely fit rolls as small as 13 in. in diameter or as large as 21 in. in diameter, without waste in either case. The tubing is made of burlap and designed to replace burlap piece goods as a wrapping for textiles, rubber hose, wire, rugs and numerous other heavy commodities which must be protected in

shipment. Hand sewing, such as required when ordinary burlap piece goods are used, is entirely eliminated, the tubing being fitted over the top of the package, fastened at the bottom with a wire tie, pulled up on the sides to take up the slack, fastened with a wire tie at the top and then cut from the roll just above the upper wire tie.

It is claimed that two or three tube sizes will generally serve all the requirements of any one plant. A specially designed portable carriage, capable of holding three rolls of tubing of different widths, is available for users and is easily portable to any packaging point.

NEW STEELSTRAPPING TOOL

A new automatic seal feed tool for quickly applying ⁵/₈ in. and ³/₄ in. Steelstrap to heavy shipments, including skid loads, has been developed by the Acme Steel Co.

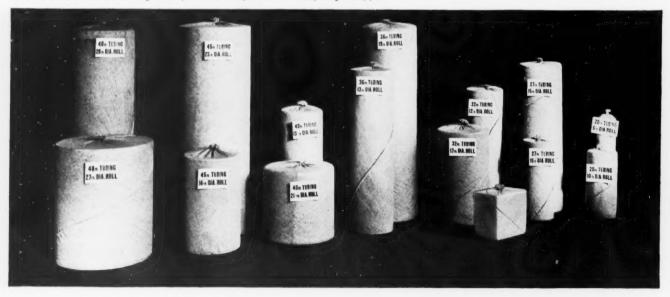
Designed for easy operation, one lever tensions while the other seals the joint and cuts the strap from the coil without waste. Seals for the unit are furnished in clips of fifty and an equal number of Steelstraps can be applied before re-loading the seal magazine.

The automatic seal feed feature saves the time required for applying seals by hand and the tool can be used on the side of a package, on top or mounted to a conveyor for fast moving production lines.

Automatic steelstrapping unit.

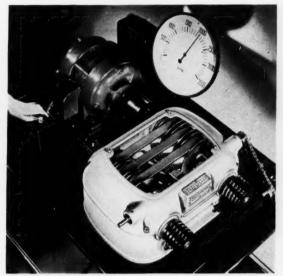


Each tube size exactly fits a number of package sizes and almost any common shape. Two or three tube sizes will generally serve all requirements of any single shipper.



VARI-PITCH SPEED CHANGER

The Texrope Division of the Allis-Chalmers Manufacturing Co. has placed upon the market a new speed changer unit designed with double shaft extension and driven from a standard motor. The device is totally enclosed and is available with both manual hand wheel control and electric remote control. Manual remote control is also possible. The present range of capacities now being offered includes ratings up to 33 hp. with ratios as high as $3^3/4$ to 1 and as low as 6/10 hp. The transmission is available alone or with the company's motors and with control equipment in complete assembly.



New speed changer unit.

SAMPLE MAILER

A new type of self-locking mailer has been developed by The National Process Co., Inc., and is now being used on a national sampling distribution by the A. C. Barnes Co. An ingenious die-cut folding construction permits the insertion of glass vials and other sample packages and, it is claimed, affords full protection to these through the mails. The folder, when opened, presents a color printed advertising message as well as one or more samples.

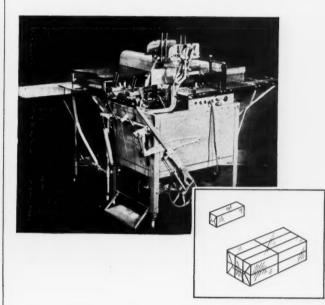


Self-locking type of mailer for sample distribution.

This ONE



WRAPS or BUNDLES!



The New Miller Model MP HEAVY DUTY Wrapping Machine wraps a single package or bundles a dozen. It wraps with Cellophane,* kraft, or waxed papers.

Wider adjustment range of the Model MP guarantees extra savings, thru steady operation, less idle time. Takes 2 to 3 minutes only for adjustment.

Low in price, portable, the MP speedily delivers perfectly wrapped packages with utmost economy. Can be furnished with accurate cut-off control for printed wrappers.

PROFIT by writing!

* Normal glue sealing, or moisture-proof, heat sealing Cellophane.



14 So. Clinton St.

CHICAGO

Plants and personalities

I. R. STEWART, chairman of the board of the Anchor Hocking Glass Corp., Lancaster, Ohio, has announced his retirement as of May 1. Mr. Stewart has been affiliated with the company since 1911. In that year he took over the Sure Seal Co. and in subsequent mergers the Capstan Glass Co., the Paragon Cap Co., the American Metal Cap Co., the Salem Glass Works and, more recently, the Hocking Glass Co. and its subsidiaries. Mr. Stewart was also one of the founders of the Glass Container Assn.

H. Q. MILLS, formerly vice president of the Anchor Cap & Closure Corp. and the Capstan Glass Co., with head-quarters at Long Island City, N. Y., has moved his offices to the San Francisco branch at 230 California St.

J. L. N. SMYTHE CO. and the Charles Beck Co. recently consolidated to be known as the Charles Beck Co., fine paper division of The J. L. N. Smythe Co. The organization will maintain headquarters at 1600 Callowhill St., Philadelphia, Pa., and will continue to represent the same mills and to distribute the same watermarks and brands as carried by the Charles Beck Co.

AN EXHIBIT OF SET-UP BOXES, representing the products of 16 Eastern manufacturers, is being maintained at the display room adjoining the offices of the Container Corp. of America in the Graybar Building, New York. The set-up box display is the first of a series of American exhibits the Container Corp. is planning for the remainder of the year.

THE BAKELITE TRAVELCADE, an educational exhibit sponsored by Bakelite Corp., is now on display at The Franklin Institute in Philadelphia, Pa., and will remain there until Dec. 1.

ALFRED SOMAN, JR., has become associated with The National Process Co., Inc., New York, N. Y., as a member of its sales staff. Mr. Soman was formerly connected with the Zeese-Wilkinson Co., the American Lithograph Co. and The Alco-Gravure Co.

CHARLES V. LAMBE, formerly with the Continental Can Co., has joined the sales staff of the Vulcan Stamping & Manufacturing Co., Bellwood, Ill., manufacturers of steel pails and cans, drums, tin cans, etc. An extensive addition to the Vulcan factory has been completed, including the installation of new equipment and improved facilities for manufacturing.

LEE J. MOHR, formerly Western advertising manager of the New York News, is now associated with Kleen-Stik Products, Inc., as vice president in charge of sales. Mr. Mohr will make his headquarters in the company's Chicago plant, 1500 South Western Avenue. Kleen-Stik pressure-sensitive gumming, formerly available through franchise holders only, is now available to all advertisers through their own printers and lithographers. This has been made possible, announces Mr. Mohr, through the establishment by the company of its own service plants operating on a trade plant basis.

CELLULOID CORP., New York, N. Y., has moved its New England headquarters from Worcester to the Foster Building, Leominster, Mass.

PAUL LANGHAMMER, superintendent of the Package Machinery Co., Springfield, Mass., died on May 28. Mr. Langhammer had been associated with the Package Machinery Co. since the formation of that company in 1913.

CHARLES F. HEAPHY, formerly a partner in The Holyoke Coated & Printed Paper Co., has sold his financial interests in that firm to open his own specialty paper business, to be known as the Charles F. Heaphy Co., with offices in the Chrysler Building, New York.

WILLIAM H. SCOBLE has been appointed a vice president of Einson-Freeman Co., Inc., Long Island City, N. Y.

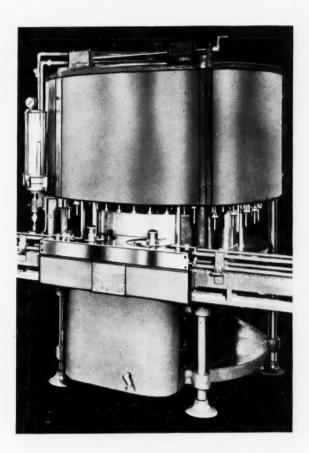
CARL S. HAMERSLEY, president of The Hamersley Manufacturing Co., Garfield, N. J., died June 6.

THE WILSON & BENNETT MFG. CO. has recently established a new steel drum manufacturing plant at Port Arthur, Texas. This is the fourth steel container manufacturing unit of this company, other manufacturing plants being located at Chicago, Ill., Jersey City, N. J., and New Orleans, La.

DE VAULCHIER, BLOW & WILMET, INC., industrial designers, have opened new offices located at 51 East 42nd St., New York, N. Y.

WM. G. CONNELLY, designer of packages and labels, formerly located in Chicago, has moved his offices to 404 East 10th St., Kansas City, Mo.

a new *standard* of comparison for *all* automatic filling equipment for liquids!



Models O, A or C, U. S. Rotary Vacuum Fillers

Featuring FULL-FLOATING TUBES, the new U. S. Rotary Vacuum Fillers, Model O, with 16-tubes, Model A, with 22-tubes and Model C, with 30-tubes, create a new standard of performance by which all automatic filling equipment for liquids MUST be measured.

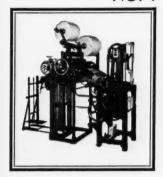
Speedy filling, vibrationless performance and uniform fill—all are yours for the asking. The moderate first-cost of these machines, together with their long life and their ability to produce at a low-cost-per-unit strongly suggest that you get the entire story.

Write today for BULLETIN RF-1, for the complete story of these machines of brilliant engineered-design.

U. S. BOTTLERS MACHINERY CO. 4030 N. Rockwell Street Chicago, Illinois

TWO WAYS TO REDUCE YOUR CARTON PACKAGING COST!

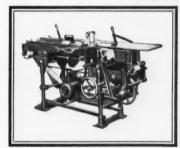
NO. 1



Install this PETERS CARTON FORM-ING AND LINING MACHINE to set up your cartons automatically and then convey them to your packing table or filling unit.

NO. 2

Install this PETERS CARTON FOLDING AND CLOSING MACHINE to close your cartons automatically after they have been filled.



If your carton packaging costs are too high per package, investigate the savings which can be realized by handling your cartons on machines. These PETERS Machines are built in various models to handle production requirements ranging from 30 to 60 cartons per minute.

Send us samples of your cartons or inform us the carton sizes you are interested in setting up and closing on machines. We will be pleased to recommend equipment to meet your requirements.

PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.



Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE COLOR PROPHET (176 loose-leaf Forecasters in a special binder. Ridge Publishing Co. \$72.50). A need has long existed for a means whereby package designers, package purchasers, art directors and others might study, in advance, the appearance of colors which they plan to use on packages and displays.

In point of fact, a number of attempts have been made by ink and paper producers and by independent agencies to set up such a system of color study for comparison. In this respect the Color Prophet represents nothing new.

What is novel about this ambitious project is the care and detail which every page evidences. Publisher and author H. W. Schild has here devised a series of charts whereby one may select any given combination of two colors and may then turn a tab and find two entire pages of illustrations produced from various combinations of these two colors.

Thus choosing, let us say, green and pink as a pair to be combined, one is able to see, in advance, just how the two colors will combine in line cut, reverse line, Ben Day, highlight half-tone, duo-tone and half-tone. One may see just how various standard types will appear in either color, both with white background and in reverse. One may see just what tones may be secured by various combinations of the two colors through a series of 48 half-tone and duo-tone color squares. How either color will appear in various weights of rule and dot is likewise demonstrated and, finally, one is given the opportunity to judge how various forms and headlines or display lettering will appear when surprinting of one color upon the other is utilized.

Each of the 176 Forecasters is equipped with two celluloid color finding guides, so positioned that one may, by instant indexing, find all the desired combinations within eight major groups—red, orange, yellow, green, blue, purple, brown and black. Since, within each of the 176 Forecasters, at least 48 different hues or combinations are shown, the entire volume provides the equivalent of 8000 color swatches, each of which may serve as a ready guide for the selection of printing inks and for the planning of illustrations, layouts, package and display designs and similar instances where color is desired.

THE SECRET OF WINNING consumer preference through the use of printed transparent wrappings for all types of products is presented by means of various case histories in a booklet titled "Goldfish Have No 'Private Lives'—Neither Should Your Product." The booklet is profusely illustrated and contains an envelope which holds several samples of colorfully printed wraps. Issued by the Nashua Gummed & Coated Paper Co., Nashua, N. H., the brochure is available upon request.

AMERICAN COATING MILLS, INC., Elkhart, Ind., has issued a folder entitled "Ideas for Sales Building Christmas Packages." Eight ideas that suggest a new approach to Christmas packaging problems are illustrated and described.

"THE DELTASEAL SYSTEM" is the title of a new brochure, issued by Bemis Bro. Bag Co., Minneapolis, Minn., which offers complete information as to the Deltaseal type of paper bag for powdered and granular products and the equipment for closing such bags.

PACKAGE MACHINERY CO., Springfield, Mass., offers a new folder, "From One Size to Another in 10 Minutes Flat," which details and illustrates a wrapping machine that can be changed for a different sized package in approximately ten minutes.

INTERCHEMICAL CORP., New York, N. Y., has issued a booklet entitled "The Story of Interrelated Research," describing the work of the research laboratories of the corporation and a number of their developments on improving quality and speeding production of letter press printing, metal lithography and gravure printing.

"HOW TO SELL WITH CORRUGATED SHIPPING BOXES" is the title of the sixth handbook in the series of packaging handbooks published by The Hinde & Dauch Paper Co., Sandusky, Ohio. Readers will find in this booklet practical hints on how to get salesmanship into shipping and shipping-display containers.

"WE'RE NOT MAGICIANS—BUT" is the title of a new Stokes & Smith Co. folder which details various case histories of companies utilizing machinery for the packaging of products ranging from peanuts to explosives. Copies are available on request.

AN ELABORATE BOARD BOUND volume entitled "The Napco Duotone—A Color Guide for Offset Lithography" has been published by The National Process Company, Inc., New York, in collaboration with The Fuchs & Lang Manufacturing Co., New York. The volume consists of a large series of sample pages illustrated by color combinations in Duotone effects achieved by offset lithography. Swatches for color identification are likewise presented and the volume contains an introductory chapter detailing the various applications of the Duotone process in offset lithography and the methods advised for selection of color combinations.

THE OMNIBUS OF PACKAGING FOR 1938 (313 pages, Creative Journals, Ltd., London, England). The British journal of packaging, corresponding in the British market to Modern Packaging, is known as "Shelf Appeal." It is but natural that with the development of hitherto lagging interest in packaging, the publishers of this journal should proceed to the next logical step with the issuance of an annual handbook of packaging corresponding to Modern Packaging's Packaging Catalog.

In 1936 the first step in this direction was taken with the publication of the Packaging Omnibus and, although a point of annual publications has not yet been reached, a second much enlarged and much improved edition has now made its appearance under a 1938 date line.

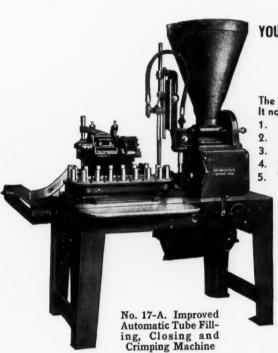
In many respects, the new volume marks a pronounced advance over its predecessor and testifies to the increasing awareness among British packagers of the technical problems of packaging. In one respect, at least, the Omnibus fails in its purpose in that a very large section is devoted to a survey of packaging by industries. Such surveys, it would seem, fall more within the scope of a periodical publication such as "Shelf Appeal" and do not meet the needs of the packagers who turn to a catalog directory of this sort, not so much for the purpose of finding out what his competitors may or may not be doing—(this he should know under any circumstances)—but rather with the purpose of finding the technical advice which

may permit him to judge various packaging materials, machines and supplies with a view toward using or rejecting their use in relation to his own packages.

The devotion of so large a portion of the Omnibus to this survey by industries necessarily restricts the space available to the technical section and hence greatly reduces the usefulness of the volume to the reader. Thus in the entire volume, one finds only three pages devoted to packaging machinery and these three pages containing less than one full page of text, together with six pretty but rather meaningless plant installation blueprints.

The instance cited above is, of course, an extreme instance and the sections on paper, board, glass, plastics, metal and shipping are more ample in their coverage. The buyers' guide section would seem to be reasonably complete, though perhaps not divided sufficiently into cross indexing subheadings. The section on display seems to be extremely limited in scope, which is all the more surprising in view of the relatively high standard of British display work.

Yet in spite of these criticisms, the volume, by and large, represents the finest such compendium that any foreign country has yet produced. Certainly it should prove of value to firms whose packages must cultivate the export markets and to packagers who, for one reason or another, must occasionally make purchases for their export trade of packages produced on the British Isles.



YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.

2. Equipped with REEVES drive for speed control.

3. New design filling head gives a positive free smooth action of nozzle.

4. Start and stop push button switch.

 Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

PLASTICS IN THE COSMETIC FIELD

(Continued from page 42)

In achieving the present answer to these demands, Mr. Loewy made use of plastics in a novel and original way. After extensive research and experimentation in collaboration with Miss Cochran's laboratory, a material was selected that could be molded to achieve perfect right angles. Combining these clean, straight lines with smooth and flowing curves, a design has been evolved that is at once appealing, modern and different—truly a triumph of creative effort and molding technique.

The cream jars, rouge containers, etc., comprise three parts: the inner bowl, which actually holds the ingredients to be packed; the outer container which holds and protects the inner bowl and which forms the outer wall of the air insulating chamber and the cover. The inner bowl is molded of 'Coltrock Supreme,' a material perfected by Colt's Patent Fire Arms Mfg. Co. Being non-hygroscopic, tasteless, odorless and non-fugitive, it answers perfectly the requirements of a good cosmetic container. The outer package or shell is of Beetleware and uses soft dawn gray and ivory—colors that easily lend themselves to modern interior schemes, complement the colors of the average woman's dressing table accessories and express the dignified, exclusive and sophisticated character of the preparations and products.

Months of experimentation were necessary before the exact tone and shade of gray were finally achieved and tests were carried on at Miss Cochran's laboratory as well as that of the plastic molder. The use of this special tone of gray has been confined to Miss Cochran's exclusive use for a period of twenty years.

Lettering, which is used both as a decorative motif and for identification, employs the Anigraphic process, a medium for printing perfectly on a curved surface. This is especially interesting as it is used on the glass jars—the effect is clean and delicately legible without resorting to the use of a gelatinous background that usually destroys the surface on which the lettering is printed.

Miss Cochran has significantly adopted the slogan for her products—"Wings to Beauty"—and Mr. Loewy in drawing his inspiration from aeronautics, uses skywriting to express this theme. As a further integration of ideas, one notes the symbol of the revolving aeroplane propeller as interpreted in the design of the jar and bottle caps and in the motif as used for the rouge containers.

The industrial designer, working today in versatile fields, has a world of new materials at his disposal—materials that lend themselves to original forms of expression. In one instance, glass may be the answer to his problem; in another case, stainless steel. Mr. Loewy, however, in designing this new family of packages, has employed sheer glass, metal and plastics. For the cream and rouge containers, he uses plastics for lightness, color

and stability. In the case of liquids, he combines glass and plastics and for some of the smaller items, such as lipstick and mascara, he selects, for contrast, the gleaming surface of polished metal. In devising his plastic forms, he uses designs that, while intricate in appearance, require but two molds, an extremely important item in manufacturing costs.

NEWCOMER IN THE RALSTON FAMILY

(Continued from page 58)

uniquely remarkable and speedy acceptance. Thus George Sugrue, cereal sales manager, declares, "To retail and wholesale distributors a new cereal package is ordinarily very unwelcome. This has not been true of Shredded Ralston. They have praised the package and the product, too. They have almost invariably commented favorably on the tumbling checkers. And that this was sincere is attested on every hand by the unusual number of Shredded Ralston displays to be seen in retail stores and the many favorable bulletins put out by the sales departments of wholesale grocers."



The familiar Ralston checkerboard pattern has been cleverly modified in this new package to tie-in with a special feature of the product. Note how the checkers change into "bites" of Shredded Ralston.

In displaying the new product, the company has resorted to the use of a unit of unusual type which, in pretests, has proved exceptionally effective. The unit is so constructed as to take position over a package of Shredded Ralston and thus to incorporate this package as an integral part of the display. Since the problem was to introduce the distinctive features of the completely new product, the counter display sought to emphasize the "bite size" feature of the cereal. To this end a bull's eye effect was achieved through the use of a molded transparent window behind which a quantity of the actual cereal is placed. Since the window is three dimensional, the display may be viewed from any angle and, under the protective transparent covering, the cereal is kept clean and fresh for an effective selling job.



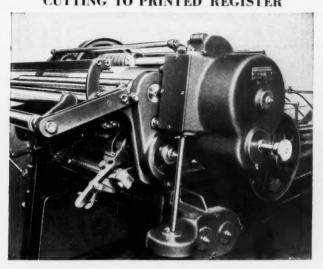
Foil Embosser and Laminator

Machine particularly designed for embossing foils as well as laminating foil with any type of paper. Gluing device and slitter head built into machine if required. Also combined with waxing unit to permit waxing, and embossing or waxing and laminating foils in single operation.

Write for our folder on Embossing Equipment of all types.

HUDSON - SHARP MACHINE CO.
Green Bay, Wis.

NEW ACCURACY GOALS IN CUTTING TO PRINTED REGISTER

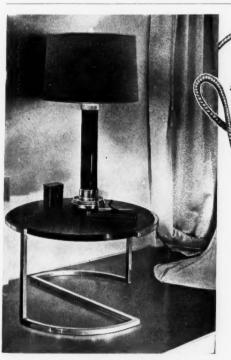


To those leaning on the importance of greater economies thru waste elimination and precision accuracies in "Spot-Sheeting" do we address our invitation to investigate our new

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or ELECTRIC EYE.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.



A wide variety of products such as wall coverings, floor coverings, decorative shades, curtains, etc., are products of Ross-Waldron equipment.

The Beauty of *BAKELITE *REGISTERED TRADE MARK. BAKELITE CORPORATION ***CONTROL TO THE CONTROL TO THE CONTROL TO THE CONTROL TO THE CONTROL TO THE CORPORATION ***CONTROL TO THE CONTROL TO THE CONTROL TO THE CONTRO

is achieved with the aid of

Coating Drying Equipment

Write Ito either of the Companies or their offices listed below for complete information. Testifying to its advanced design, construction and efficient performance is the fact that makers and users of many nationally famous products, such as BAKELITE Plastics, have installed the ROSS-WALDRON Equipment for all such operations as Roll or Knife Coating, Saturating, Floater, Impingement or Zoned Drying. Modern machinery for modern methods.



JOHN WALDRON CORPORATION

Main Office and Works: NEW BRUNSWICK, N. J.
Chicago New York Portland, Ore.



J. O. ROSS ENGINEERING CORPORATION

Main Office:—350 MADISON AVE., NEW YORK
Chicago Detroit Portland, Ore.

PACKHORSE AND POSTER

(Continued from page 29)

zinc instead of the usual $^1/_8$ in. and needs to be routed on a milling machine. You then have a permanent master die much better than the ordinary wooden one which is likely to shrink or crack. Photo-engravings on zinc from the finished drawing would mean not only perfect reproduction of the copy, but would also provide the cleanest mold for the rubber replica, as we shall see in just a moment.

Manufacturers who are accustomed to first-class magazine and carton printing will be quick to see the advantages of photo-engravings and will pay for them. While photographically reproduced plates are the ideal, they are not always practical for corrugated cases. On the other hand, better plates than can be made from unfinished sketches roughly cut by hand in wood have been long since overdue.

Methods of Making Rubber Plates

Now even when you supply the engraver with a perfectly finished drawing for a corrugated case, you cannot be sure of a perfect plate if it is made in the customary manner. There are two ways of making rubber plates. One is the cheaper and older method which has become a tradition in the industry. The other, infinitely superior, a trifle more expensive.

Let us examine the two rubber plate-making processes to see the difference in method. If he is working in the traditional way, the plate-maker takes our copy cut in wood and squeezes a thick layer of clay down against it to form a mold as in Fig. 1. When the hardened clay mold is removed, it looks like Fig. 2, and is ready for the pouring of the melted rubber which, when vulcanized, is to become the printing plate. Note that the sharp angular edges of the original have been lost in the negative clay mold. This means that the rubber positive, Fig. 3, cannot possibly be so sharp as its wood model. Even when the forms are fairly large, the letters do not retain their original clear-cut character and the smaller they are the rougher they become.

A much more satisfactory result is obtained by making the negative mold of some plastic material or metal instead of clay, Fig. A. Here the mold, Fig. B, retains the sharpness of the original and transmits it in turn to the rubber printing plate, Fig. C. The question of cost is the big, bad wolf of plate-makers, who seem to have been terrorized into believing that an extra charge of twenty-five cents will lose them the good will of their oldest customers and destroy the work of a lifetime. Furthermore, considerations of the question of price seem completely to have supplanted ideals of quality among purchasing agents.

The average rubber plate for the average case costs \$25.

Better molds which would provide better plates would involve a 25 per cent to 50 per cent increase in this price. That is to say, the final cost would range from about \$31 to \$37. But compared to the 150,000 shipping cases usually printed from a single plate, even a \$12 differential amounts to only \$.00008 per case. In similar preparatory work for other kinds of printing bought by the same manufacturer, many times such a charge is commonly incurred for the sake of typographical or artistic improvement of the printing.

Princely sums are spent by advertisers in establishing styles of lettering and trade marks for printing in magazines and newspapers. They are justified in expecting these designs to be reproduced clearly and exactly on their corrugated shipping cases. We should persuade them to pay this little extra for better molds.

One of the newest and best methods of making rubber plates involves the use of a composition rubber material in which the caliper variation is no more than .003 in an area of several feet, a degree of accuracy never heretofore consistently maintained. Furthermore, the composition is just soft enough to prevent crushing, its texture is such that ink is readily picked from the rollers and released on the paper with a kiss-like impression. Because the material is so soft, the ordinary methods of rubber engraving described herein have been supplanted by automatic cutting tools operated at a speed of 60,000 R.P.M. and controlled by a complicated electric eye mechanism which reproduces the copy directly from black and white drawings.

It seems as if this method does away with all the uncertainties surrounding hand transfer and inaccurate molds. Black and white drawings provide more accurate copy than comprehensive sketches and the electric eye insures photographically faithful reproduction.

The Packhorse Needs Grooming

The considerate customer never expects good printing from old rubber plates. The kind of ink used, the conditions of storage and the number of previous impressions make estimates of life expectancy among rubber plates difficult. Generally speaking, they can be depended upon for as many as 150,000 impressions, but when you go beyond that to 250,000 or 500,000 you are getting much less than your money's worth. Your rubber type is down at the heel, the printing is sloppy and hard to read, your case looks cheap and carelessly made. In short, you are being misrepresented.

Modern mechanical methods have removed the old excuse for crude plates and careless printing. It is time that the shipping case, whether of solid fibre or corrugated board, took its place in the packaging industry on a level with its little pal, the carton. With one-half of the care that is lavished on the appearance of these petted circus ponies, the packhorse would come into its own. Its value would be enormously enhanced for, in addition to the service of merchandise protection in transit, it would perform its full and satisfactory duty as a poster with elegance and finish.



You know and we know that when you read in Modern Packaging about someone's better butter carton or superior soap display, chances are it's more or less removed from the workings of your business. BUT you are interested in the underlying principles in these devices that can be applied to your business. Modern Packaging is constantly looking into the facts behind the facts, digging out the underlying principles in design. materials, production methods and merchandising plans and presenting them in their broadest implications . . . in the way that applies to your needs. Thousands upon thousands of leading manufacturers willingly pay \$5.00 per year (\$8.00 two years) for Modern Packaging. You, too, will find it an invaluable source of up-to-the-minute information and sound opinion.

MODERN PACKAGING 425 FOURTH AVENUE . NEW YORK, N. Y.

NEW PRODUCTS—NEW PROBLEMS

(Continued from page 36)

that these pads must be in a convenient size, must be kept readily accessible and must be packaged in small containers that could be carried in the purse or handbag.

Such a compact obviously could not be made of wood or paper. Metal, while used, presented the possibility of rust stains—the slightest trace of which would serve to destroy the acceptability of the product to the user. Glass containers, acceptable in their resistance to reaction with the product, were found to be generally too heavy for use as purse-sized containers. The manufacturers, therefore, quite naturally turned to the use of plastics which, in addition to the advantage of suitability in relation to product reaction, offered proven advantages in terms of color and molded beauty.

Several manufacturers, however, had very sad experiences in their early trials with plastics. The containers cracked, warped and leaked and the suppliers, in some instances, were not sufficiently experienced in packaging for the cosmetic field to fully estimate the importance of extensive preliminary investigation. Fortunately, however, manufacturers of plastic containers were in a position to conscientiously study the problem, make tests and check the raw plastic materials, through the research facilities of the plastic manufacturers and through these researches they were able to find materials sufficiently impervious to moisture to make practical the manufacture of plastic containers for cleansing pads.

The resulting containers would appear, from the reports of various users, to have satisfactorily met every demand made upon them from the viewpoint of product protection, appearance and convenience in use. They are light in weight, have rounded contours that do not



4. Both Vandy Laboratories and the Sta-Rite Hair Pin Co. combine plastic purse compacts with glass reservoir containers into a single sale package, through the use of a cellophane over-wrap. The Vandy jar bears lettering applied directly on the glass by the Plasticgraph Company.





5. De Muir facial pads utilize a plastic compact with wiped-in silhouette decoration and trade mark. Photo courtesy General Plastics, Inc. 6. The Escort Co. utilizes a plastic purse compact with raised lettering and four Hazel-Atlas jars with lithographed metal closures. Since the cleansing pads, as seen through a jar, are not especially attractive for display, the tendency among manufacturers seems to be to utilize either a translucent jar or wide over-all labels.

wear through the silk linings of evening bags, they do not leak and they permit contents to retain moisture.

The problem of the storage and re-fill containers, holding a reserve supply, designed for use in the home, was not so difficult of solution. Here a very large proportion of all containers are today made of glass, although more recently a plastic jar has also been introduced.

The glass containers are of various heights and sizes but are all characterized by the vertical walls essential in packaging a product of this sort. In most instances, manufacturers have discovered a definite relationship to exist between the size of the pad and the depth of the container, since it is essential, in the case of small pads that ar elatively shallow container be used to permit of access to even the bottom-most pads.

WATERPROOFED CARDBOARD

(Continued from page 54)

experiences of the Standard Oil Co. would seem to indicate that outdoor displays manufactured by the new process will generally outlive the period for which the advertising message has value.

The Standard Oil display, as an example, is made of a special tough water resistant board on to which the printed litho sheet and the blank litho liner are mounted with a water repellent adhesive, both the litho and the liner having first been treated with a waterproof preparation over their surface.

Although the display is yet far from complete, at this point it can be immersed in water safely for days. Next follows the die-cutting to shape with steel rule dies in large presses. The edges are then completely coated with a hard finish weatherproof seal and the display is then ready for finishing.

For those outdoor signs which are to be wired to posts, fences and overstructures, holes are punched and strong eyelets attached, through which wires are later led to attach and hold the display in position. Use is also made, in the attaching, of cotter pins, washers, nails, bolts, nuts—as necessary.

DISPLAY RESEARCHES TO CONTINUE

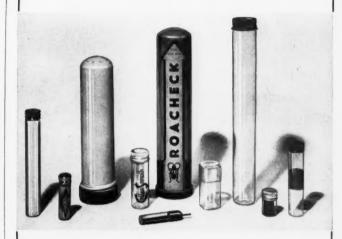
(Continued from page 51)

"Unless lithographers, who have in the past created most of the window display material for advertisers, equip themselves and their salesmen with proper information and facts, and unless they offer the advertiser something more than just pretty pictures and fancy art work, it will not be many years before they find themselves in the position of merely bidding in competition on designs that have been created by someone else.

"The opportunity is before us, but the selling job must be done and no one factor in the window display business can do this job alone. I sincerely hope that some method of coordination can be worked out to the mutual advantage of all of us, as well as for the increased profit and low cost circulation that it will bring to the advertisers who properly use the medium."

With the appointment of this committee and the decision of the lithographers as a group to carry on the research work which to date has occupied a number of years, it becomes apparent that this study is not to be permitted to remain as merely the abstract establishment of a fact that it is possible to measure window display circulation.

SELECT CONTAINERS That "Help-to-sell" Their contents!



unbreakable Hycoloid

Serves every purpose the user or the manufacturer needs:



Transparency—To see the contents; colorful labeling processed on the container; 80% lighter in weight than glass—made in all colors—and still unbreakable....

Safer—and more convenient for pocket-or-purse use—and all the eye-appeal ANY product would want—made in all shapes and sizes—ask for samples.

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L,

Newark, N. J.

TIN PLATE IN THE CANNING INDUSTRY

(Continued from page 61)

of tin plate, and indirectly of tin cans, is largely governed by the price of tin, the actual cost of the tin is only about 15 per cent of the sales price of the tin plate. Since the United States has practically no natural resources of tin, this metal undoubtedly will continue to be imported in the future.

The Manufacture of Tin Cans

General steps in making packers, cans are shown in Fig. 3. In addition, many auxiliary operations are involved, such as slitting and trimming the large tin plate sheets into body blanks, punching out can ends, applying a rubber compound gasket to the ends, and applying enamel or lithographing the sheets before forming.

As an indication of the machinery involved, Figs. 4 to 7 show steps in a 300 can per minute line. Cans are made automatically at an astounding rate, yet such uniform conditions are maintained and inspection is so rigid that several companies guarantee 998 out of 1000 cans to not fail when in use.

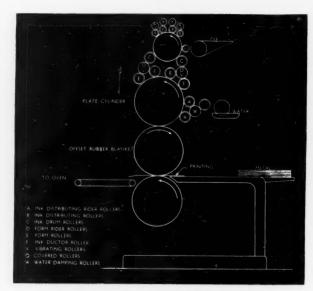
The manufacture of tin cans is largely in the hands of a few companies although their plants are scattered widely. The Continental Can Co., for example, has 50 plants scattered through the United States and in Canada and Cuba, 11 of these having been obtained within the last 5 years. American Can Co. is even larger in number of plants and volume of production. Plenty of healthful competition is presented by other growing companies, including National Can Co., Crown Can Co., Owens-Illinois Can Co., Heekin Can Corp. and Burdick & Son, Inc.

From the standpoint of the canning industry it is very fortunate that the industry consists principally of a few large can manufacturing companies. Not only do the economies of mass production result in a low priced container but such companies are large enough to be able to afford modern active research departments which have aided immeasurably in advancing the canning industry and in furnishing the best container available for the use desired. By actually packing a given product in containers made from tin plate of various base compositions, for example, and observing the action under accelerated corrosion conditions (by holding at an elevated temperature for months), some of the can companies are able to closely specify the type of tin plate needed for packing a given product. These research departments are also largely responsible for developing new types of containers and improvements in making them stronger.

Canning seasons are frequently short in any one vicinity, hence there is a strong tendency for seasonal demands for containers. Fortunately, the variety of fruits, vegetables, and other foods that are packed in cans is so

great that these seasons overlap and leave remarkably few idle periods. This is a great aid in holding the production of cans and of tin plate fairly steady through most of the year, since cans are too bulky to store in great quantities. Plants of sufficient size to make a variety of sizes and shapes of cans for both canners and general non-food containers have an advantage in maintaining an economical balance in operation.

Although there have been few changes for many years in the manufacture of packers' cans, other than to speed production and perfect the automatic machinery used, there has been a strong tendency to use enamel linings in cans for more and more products and to lithograph the exterior of more cans. This has meant the development of better non-metallic coatings that will not only withstand any action of the contents of the cans but will withstand drastic forming operations without chipping or cracking. Fortunately, clean dry tin plate is admirably adapted for coating by such enamels or lacquers.



8. Printing mechanism of a rotary metal decorating press.

Growth in the use of lithographing is illustrated more by considering the 1937 production of 8,000,000,000 lithographed beer cans than by referring to any one group of packers' cans. There are possibilities here for making a more attractive can than by using a paper label which may overcome the greater economy of the latter. A sketch of a lithographing or offset metal decorating press is shown in Fig. 8. All lithographing and application of solid coatings is done on the flat sheet, before subdivision and forming, of course.

Cans are usually lined with an enamel to prevent fading of colored fruits and vegetables or to prevent dark iron sulphide stains, where sulphur-containing foods come into contact with exposed iron at pinholes in the tin coating. In place of lining cans to prevent acid attack on the tin plate, as commonly considered necessary for these products, many strongly acid fruits, such as grapefruit, must be packed in unlined cans. It is seldom that



So wrote Ball Brothers about the materials illustrated, which were developed and produced for them by "U-S".

A display container of truly unusual size, two show-cards, and an ingenious "lifting band,"all from one sheet of board.

Convenience and sales power,-yes, as well as intelligent service and long-run economy-all are represented in these materials.



The United States Printing & Lithograph Company AND DIVISIONS .

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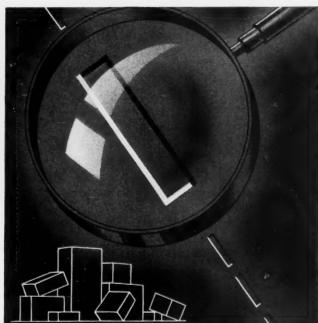
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ACME Color Stitch IMPROVES CARTON APPEARANCE



NOW the color of your carton and stitching wire can blend

• The staples are "part of the picture" when they are the color and shade of the printed carton. Attention value and attractiveness are increased and at the same time the economies characteristic of ACME-made stitching wire are realized.

Colorstitch will not chip or peel, as the color is applied by an exclusive process which forces the coating to adhere closely to the metal. It is made in all standard flat stapling wire sizes. Lower cost, faster stitching are provided by the one-piece, five- and ten-pound coils.

Although first used in fancy and display cartons, Acme Colorstitch is now effectively used on all types, including the shipping package. The sample card will indicate some of the many possibilities. Mail the coupon today.

ACME STEEL COMPANY

General Offices: 2843 Archer Ave., Chicago, III. Branches and Sales Offices in Principal Cities

Acme Steel Company 843 Archer Avenue, Chicago, Illino	is
Send a sample card of Colorstitch	Have a representative call
Name	
Street	
City	State

the tin coating, which protects the underlying iron, in turn need be protected from attack; rather the lining is usually to protect the color, appearance or flavor of the contents in the tin can.

Future Possibilities in Tin Plate and Can Manufacture

In spite of constant research on all kinds of materials for making cans, tin plate containers are still regarded as the best for the canning industry. Interesting tests have been made with non-metallic or molded containers and with stainless steel but so far they have been unable to compete with a No. 2 tin can costing less than two cents. Aluminum coated steel has been developed into a commercial product and has been tested by some can manufacturers without entirely satisfactory results. It may eventually be used to some extent. The saving in the cost of tin by using aluminum, a cheaper metal, is comparatively small and this is at least partly counter balanced by an inherently more expensive method of manufacturing procedure.

Other developments in can making which are scarcely in the commercial stage include the manufacture of deep drawn or seamless can bodies having only one end to be seamed after packing. The severe drawing operation destroys much of the value of the tin coating, when using tin plate, hence an effective lining enamel must be applied after forming the can body. There are possibilities, too, in depending entirely on an organic lining material and using an untinned container, lithographed on the outside. Welded cans are a possible development that would seem to be of importance.

In the meantime the manufacture of tin plate is due for some improvements. With the advent of cold reduced steel strip in lengths of 5000 ft., or even more, there is a strong urge to continuously tin this material. Development of a continuous hot dipping process for tinning cold rolled steel strip and its use by the can manufacturer in this form is by no means distant. Narrow strip 8 to 12 inches in width has been produced but not used for making packers' cans. Difficulties from dry streaks when tinning wider strip of tin plate do not appear to be entirely unsurmountable.

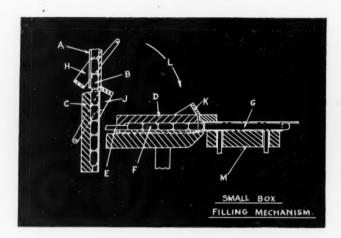
At present continuous electro-tinning of steel strip is in limited commercial production and may soon be utilized for containers for the food industry. Cans for certain other products, as motor oil, have been successfully made from such material. The tin coating of electro-tinned plate is likely to be between a half- and one-pound per base box for use by canners. Economies in the use of somewhat less tin and in the elimination of dross losses (when hot tinning) help compensate for some of the higher costs of the electro-tinning process.

While these developments are moving along, the demand for canned goods, which is reflected in the demand for tin plate, continues to mount.

Acknowledgment is made to J. D.Macnaughton, director of the International Tin Research and Development Council for permission to prepare this paper.

PACKAGING SMALL ARTICLES

(Continued from page 72)

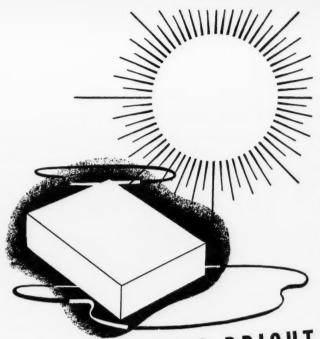


10. Device for pre-arranging tablets for cartoning.

at C in Fig. 8, indicated at A in Fig. 10, with tablets arranged in regular order as shown at B. After five of these are assembled into a co-acting chamber C, the entire chamber C is caused to revolve through 90 deg. until it assumes the horizontal position indicated at D, where a pusher mechanism E pushes the five tablets, which have now assumed the position F, into the small carton G, which has been brought into alignment to receive them. The swinging member shown at D travels back to the position C where another five tablets are dropped into it and the operation is repeated.

During the operation of swinging this member to the two positions, there is a hinged trap at H and another at J which hold the tablets in place. The trap H swings under the magazine A and holds the tablets above from falling down, while the trap J swings over the unit C and holds the tablets from jarring out of place as they are swung through the arc or from the vertical to the horizontal plane. This trap J is again shown at K where it has been lifted clear of the tablets so that they may be pushed into the box. A circular arrow L indicates how the tablet-holding mechanism is swung. The cartons G are shown retained in place on a transport, with which they ride during the operation of folding down the tabs or closing the carton ends.

While many attempts have been made to adopt standardized constructions for machines of the types illustrated, the present tendency of the users to obtain a sales appeal advantage in packaging seems to prevent any definite alignment as to types or sizes. Even in machines handling practically the same product, the difference in wrapping materials used or styles of cartons handled makes it necessary to construct the machines with different characteristics.



THE SUN SHINES BRIGHT and only increases the brightness of cartons of BEND-WELL

Exposure to the sun means merely that much more display to your carton of BEND-WELL board. There is no fading, no discoloring, no drying and cracking . . . BEND-WELL gives you highest quality and perfect uniformity.

In the huge new plant in which BEND-WELL is made—150 tons daily—the Eddy Paper Corp. have installed an ultramodern air-conditioning system that guarantees that the humidity and temperature conditions in which BEND-WELL is made are absolutely ideal. Thus a quality and uniformity are assured in BEND-WELL that in other boxboards are obtained only by accident and merely by fortunate coincidence of ideal weather conditions.

BEND-WELL bends better, prints better, wears better, scores better.

Ask your carton maker about BEND-WELL AIR-CONDITIONED.

AIR-CONDITIONED

KKWG-WKKK

CLAY-COATED BOARD

THE EDDY PAPER
CORPORATION

General Offices and Plant: White Pigeon, Mich.
Chicago: Palmolive Bldg.
New York: Postum Bldg.



Two things your sampling container must do: carry your product and merchandise it.

Those are the things LUSTEROID does exceptionally well. LUSTEROID is unbreakable, leakproof, and sift proof. More than that, Lusteroid is attractive and sales-compelling. Lusteroid (transparent) reveals and enhances the attractive appearance of your product. Lusteroid (opaque, in any number of eye-appealing colors) reflects the true quality and value of your product. And LUSTEROID prominently and novelly features your name and trade mark.

Beyond these two primary essentials, LUSTER-OID is inexpensive—low in original cost economical to ship (about 25% the weight of equivalent glass) unbreakable (insuring full satisfaction and good-will by prospects in carrying your sample, and doing away entirely with excess wadding, wrapping, and partitions in packing).

Investigate LUSTEROID before you plan your next sampling promotion!!

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company
10 PARKER AVENUE, WEST
SOUTH ORANGE, NEW JERSEY

COLOR AND WHAT TO DO ABOUT IT

(Continued from page 35)

down on browns and tans because they look warmand warmth on the seat is highly undesirable. As for Christmas colors, the traditional red and green may not be as necessary as is now thought, for recent surveys have shown that 52 per cent of the feminine sex like "modern colors" with the traditional symbols on Christmas packages, as against 42 per cent for the old red and green. As for the 100 per cent American red-whiteand-blue combination, no manufacturer can go wrong on this because of its association with highest ideals in the mind of the average American.

Interesting, too, are the points established by elaborate school tests that children like red, violet and blue best, that they prefer near-complementary color schemes to the opposites found on color wheels, that they don't like grayed tones at all, and that children's color preferences seem to defy all attempt to make them fit in with accepted theories.

An off-shoot of these color studies is color standardization, a less fascinating field, perhaps, but a tremendously important one. Since the first recorded case of color standardization in the thirteenth century, when European brewers established definite colors for their beer, color standards have multiplied and numerous systems have been perfected.

Here in America, there were no color standards until 1917, when French color cards were stopped by the war blockade and the American textile, tanning and dyestuff industries were thrown into confusion, whereupon the Textile Color Card Assn. was founded. Today, the organization, underwritten by manufacturers in lines where color is important, functions to standardize colors in leather, plastics, ink, paint, buttons, textiles and other industries, disseminates color forecasts by code to its members, and makes it possible to harmonize and match the colors of zippers, plastic buttons and jewelry, bags, shoes, hats, gloves, fabrics and printed samples. Not that it functions only for fashion items-it helps manufacturers in all lines to solve their standardization problems, and includes among its users some of the largest manufacturers in this country and abroad and most of the departments and services of the U. S. Government. It also acts as a color consultant, for a fee, to members and non-members.

Contemporary Research

Any reader who has followed these color studies thus far needs no further proof of the pulling power of color in packaging, display and advertising, but statistical information is often necessary to win over associates and directors to a broad color program. Along these lines are surveys like those sponsored by Wrenn Paper Co., one of which shows that a Calumet baking powder advertisement in full color stopped 77 per cent of the readers,

54 per cent of whom read the recipes, while the same ad in black and white stopped only 2 per cent. Then again, Dr. Starch estimates that color ads are 53 per cent better than black and white. Westinghouse has proved that full color increases the attention value of an advertisement by 36 per cent, increasing cost only 31 per cent.

Other surveys show that full color ads will increase response 75 per cent without increasing cost proportionately, and Columbia University researches establish the fact that color used in advertisements merely for attention will increase attention 24 per cent, whereas if the product can be shown more attractively in color the response and recall value will increase from 50 per cent to 75 per cent or more.

Speaking of making color pay, it cannot be pointed out too strongly that careful testing is the only way to make sure in advance that a color scheme is going to click, and in mass production work, a manufacturer can rarely afford not to know in advance which colors are going to

have the most appeal. How this testing should be done depends on the application, but a little ingenuity will

usually solve the problem.

Despite these and the many other tests on color preference which have been made, a manufacturer should run his own tests on a new color application, for often he will have to use other colors than those indicated by the majority of recorded tests, because of the dangers of misidentification in favor of competitors or to convey by color suggestion a certain quality which he wants to Therefore, the only logical answer-in new stress. product and package color schemes, at least-is to submit packages identical in every respect except color to consumer tests-which can be carried out by house-tohouse canvass, by the cooperation of retail stores, by school or college tests, by chain store tests, or by consumer juries. This last method, incidentally, is frowned upon by some experts as inconclusive, but when a large number of consumers give their opinions, it can be considered quite accurate.

Apropos of color selection, it should be remembered that there are dozens of variations of any given color, that red, for instance, can be any one of several blue-reds or several orange-reds, and that any one of these is subject to a dozen variations in intensity and a dozen varia-

tions in lightness or darkness.

Thus we complete these three studies on the sales value of color, by urging manufacturers to give color the same sort of scientific consideration that they have been giving to the design of their products, packages and displays for the last seven or eight years. For there are many factors at work to make the consumer more color conscious every year, not the least of which is the New York World's Fair of 1939, in which color is being used on a scale never before attempted and which, to quote the Fair authorities, will be a revelation in the use of color in architecture. And, just as the Columbian Exposition of 1893 popularized classical architecture and decoration, so will this World's Fair popularize color and make people demand more color in their homes, their stores, their appliances and their clothes.

INKS

WITH A REPUTATION

originators of Opaque Aniline Inks

Opaque Aniline White, Yellow, Orange and a full range of colors

For use on Kraft, white paper, glassine and the various grades of transparent cellulose stocks

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ET us quote you on your requirements. Hundreds of dies and molds available for Essential Oil Cans, Sprinkler Tops, Screw Caps, Aluminum Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. 30 years' experience in meeting the needs of packagers. Call upon us for aid





THAT "JUST AS GOOD ADHESIVE"
MAY ADD TWENTY PERCENT
TO YOUR LABELING COST



If you have been getting along with an adhesive that does a pretty good job—most of the time—it may pay you handsomely to stop and consider what savings the correct UPACO Adhesive formulae will provide.

Continuous smooth machine performance—with minimum return and damaged labels.

Try UPACO Labeling Adhesives for that extra machine efficiency at no extra cost.

TO LOWER LABELING COST CALL IN THE UPACO ENGINEER

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD, MASS.

WHAT ABOUT SOME "SMALL PIECES"?

(Continued from page 50)

- 6. To supply needs of other types of outlets (restaurants, bars, markets, etc.).
- 7. To increase unit of sale to promote sales by the case.
- 8. To promote cent sales.
- 9. To "jumble" in bargain effect.
- 10. To push premiums.
- 11. To suggest as gift or for holiday purpose.
- 12. To lend air of "special event" (banners, etc.).





Small units used for holiday purposes (top), to lend an air of "special event" through use of banners, etc. (lower left) and to be used in place of actual merchandise or expensive dummy packages.

13. To serve as substitute for expensive dummy packages or actual cans, jars, bottles or boxes of merchandise.

Here, then, is the "baker's dozen" of functions that the small unit may perform—each playing an important part in the sales-plan as a whole. And any one of them will give the foresighted advertiser as much more value than the hurried after-thought of a "waste card," as the traditional extra value of the "baker's dozen" of old.

INLAYS FOR PLASTIC PACKAGES

(Continued from page 24)

The important thing to remember is that the actual inlay is a "cold process," performed after the process of molding the plastics themselves.

Of particular interest to the packager is the fact that these inlays are not restricted to flat surfaces. The pillow-top box, a corner and, in fact, almost any degree of curve can underlie the inlay without presenting difficulties to the processor.

The key to the process is a die required for stamping the metal letters and design. Once this has been made to order, it becomes a simple matter to cut grooves at the proper points on the plastic containers (where these have not been already molded in) to take the inlays.

Inlays may protrude a bit or may be flush with the surface as desired. They can go around corners without a break. Flat bands of varying widths may be inlaid in any direction or delicately stamped metal designs can be placed at will. About the only remaining limitation at present is that letters have rounded ends instead of square because grooves are cut with a rapidly turning diamond drill which leaves the groove-end round. Molded grooves can have square ends. The company maintains a laboratory for close cooperation with designers where hand-made samples can be turned out to show just how the inlay will appear.

PACKAGES CARRY ON TRADITION

(Continued from page 26)

Inn and Grand Sire produced by Fleming Potter. Designers, Raymond Loewy, De Vaulchier, Blow and Wilmet, Myron Perley, Peter Helck and Paul Brown. Ritz Gin and Gin Deluxe supplied by Louisville Courier-Journal. Designers, Raymond Loewy, De Vaulchier, Blow & Wilmet and Myron Perley. Metal foil: Carstairs 1788, Reynolds Metals Co., Inc. Cel-O-Seal by E. I. du Pont de Nemours & Co., Inc., and designed by Myron Perley. Closures: On all quarts and on the 1788 fifths, wood embossed cork furnished by Armstrong Cork Co. and Dodge Cork Co. On all other sizes, R. O. caps supplied by the Aluminum Co. of America.







The PACKAGE MAKERS

Bring You Their Best Ideas For Gift Packages . . .

Packaging. Not packages they've made in years past . . . not packages they've been commissioned to make for this Christmas . . . but packages they've always wanted to make for your product—sales-compelling, daring, altogether different!!

Be sure you are on Modern Packaging's subscription list in time to get this important August issue. Clip the card attached to this issue, fill it out in a brief minute, and mail it NOW!

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